HOLD ID

Scrapbook

CUPERTINO LIBRARY

CUPERTINO HISTORY
SCRAPBOOK.
1961-1981.
V.4
33305006528644
CU 11/12/98

CUPERTINO PUBLIC LIBRARY

CWA Section In
R OVRSZ979.473 CUPERTI V.3

Bib # 71715

Title Cupertino history scrapbook.

Vol 4

RDA Types volume
unmediated
text

Publisher Cupertino, Calif. : Cupertino Courier, 1961-

Description V. : ill.

Subjects Cupertino (Calif.) -- History.
Santa Clara County (Calif.) -- History, Local.

Notes Local photographs, articles from Cupertino Courier, etc.
Title from title page of v.3.

Other title Cupertino Courier.

Other title Cupertino scrapbook

SANTA CLARA COUNTY LIBRARY
3 3305 00652 8644

CUPERTINO HISTORY
SCRAPBOOK.
1961-1981.
V.4
33305006528644
CU 11/12/98

CUPERTINO PUBLIC LIBRARY

SANTA CLARA COUNTY LIBRARY
3 3305 00652 8644

WEDNESDAY, JUNE 11, 1980

Serving the community since 1952

25¢

# Cupertino Courier

AUDIT APPLIED FOR VERIFIED AUDIT CIRCULATION

One of 18 Meredith Sun Newspapers reaching more than 250,000 households in Santa Clara County

Vol. 34, No. 24

# From now on, it's Senator Dan O'Keefe

## Cupertino's mayor whips Diridon for state Senate seat

By MIKE MYSLINSKI

Standing on top of a table in the Cupertino Senior Citizen Center, Dan O'Keefe grinned.

The silver-haired Republican mayor of Cupertino was surrounded by jubilant campaign supporters late Tuesday, June 3, who had watched O'Keefe trounce Santa Clara County Supervisor Rod Diridon in a runoff for the 12th District state Senate seat.

"It's been a long, hard battle," the 50-year-old O'Keefe said over the din of laughter and applause from his organizers. "It's a battle that was won not by me but by the community."

O'Keefe got 52.6 percent to Diridon's 35.3 percent of the vote in the 12th district, which includes Cupertino, Los Gatos, Saratoga, Los Altos, Los Altos Hills, Santa Clara and Campbell. Libertarian William White pulled in 11.9 percent.

That translates into 82,016 votes for O'Keefe, 55,098 for Diridon and 18,539 for White. Of the 257,752 registered voters in the district, 49.7 percent are Democrats and 38 percent Republicans.

O'Keefe's dismantling of Santa Clara County Supervisor Diridon's political machine comes after the Cupertino mayor, back on April 8, beat out Gloria Hom in a special election by a scant 441 votes to represent the GOP in the runoff — forced when no candidate got a majority.

The election was called when Jerry Smith resigned to accept a judgeship. O'Keefe will serve out the remaining two year's of Smith's term. His salary will be $28,100.

Election night, the mood was somber at Diridon's campaign headquarters at 165 N. Redwood Ave. in San Jose in a building once used by a book shop and a health food restaurant.

"A very vulgar campaign technique was used to cast doubt on my integrity" throughout the campaign, Diridon, ...d quietly after it became apparent he had lost.

...ing the intense campaign — one of the most caustic ...y has seen for some time — Diridon said O'Keefe ...s mailings to dishonestly tarnish his integrity ...ot campaign on the issues.

... while after midnight, as a few loyal supporters ...t talking quietly, Diridon told reporters that ...ctory may have sounded the death knell for ... personal, grass roots, door-to-door campaign ...n said he waged.

... pe of personal campaigning "may have lost its ...y with the advent of the political action com-..." Diridon said.

... was referring to the Gun Owners of California ...gn Committee, controlled by right-wing state ... H.L. Richardson, R-Arcadia, which Diridon said ...ought" O'Keefe with large campaign contributions ... effort to regain for Richardson control of the state ...ublican faction in Sacramento.

As of May 19, the latest deadline for campaign disclosures, the Gun Owners group had poured $104,088 into the O'Keefe effort. That's 67.3 percent of the $154,665 the campaign had raised.

O'Keefe counters that he does not feel beholden to Richardson, that he sees nothing amiss about the large donations, and that he will continue to "vote my conscience" in office.

Diridon's war chest of $203,367 comes from a broad range of sources.

(Continued on Back Page)

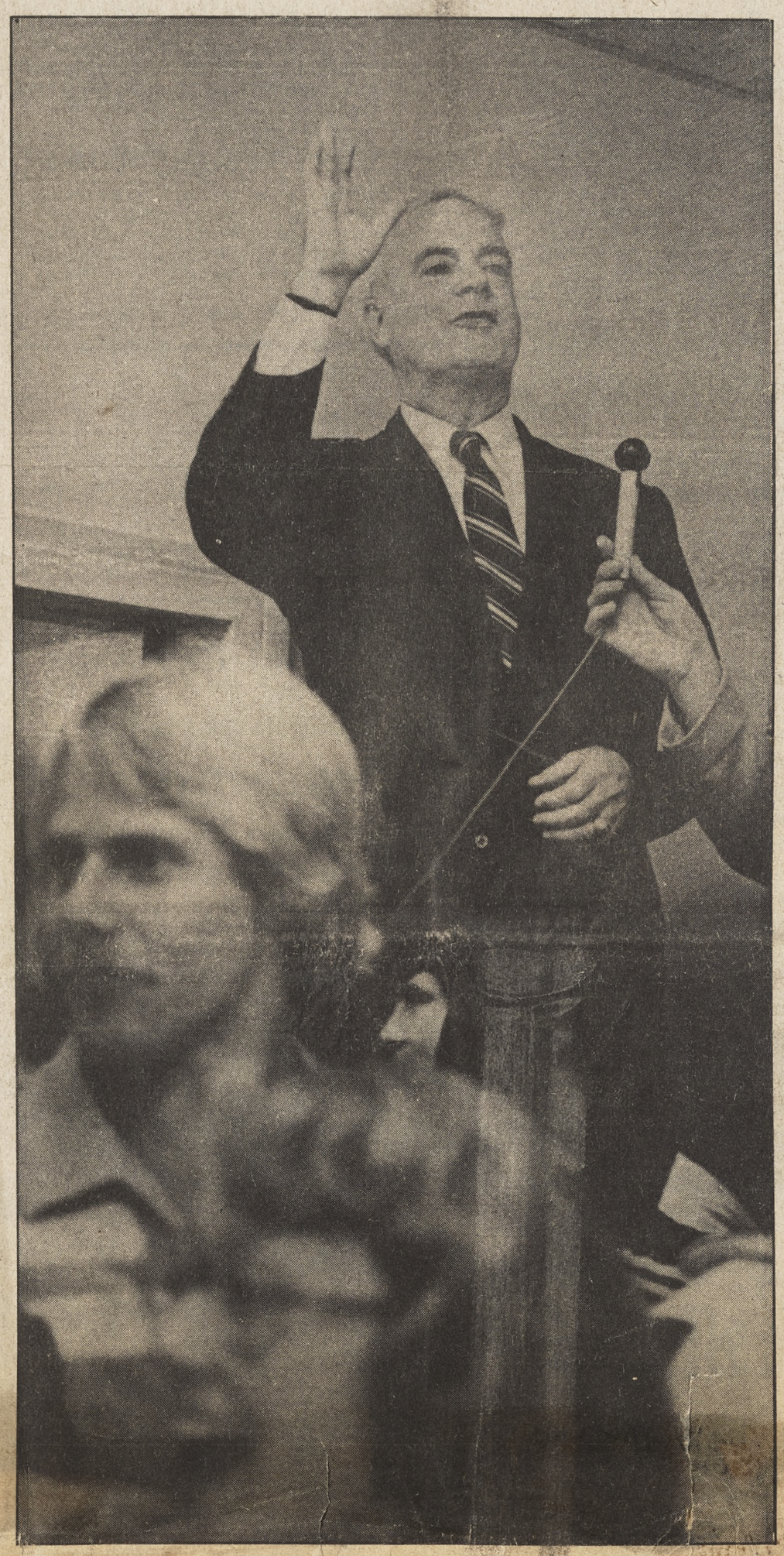


Photo by Dan Honda

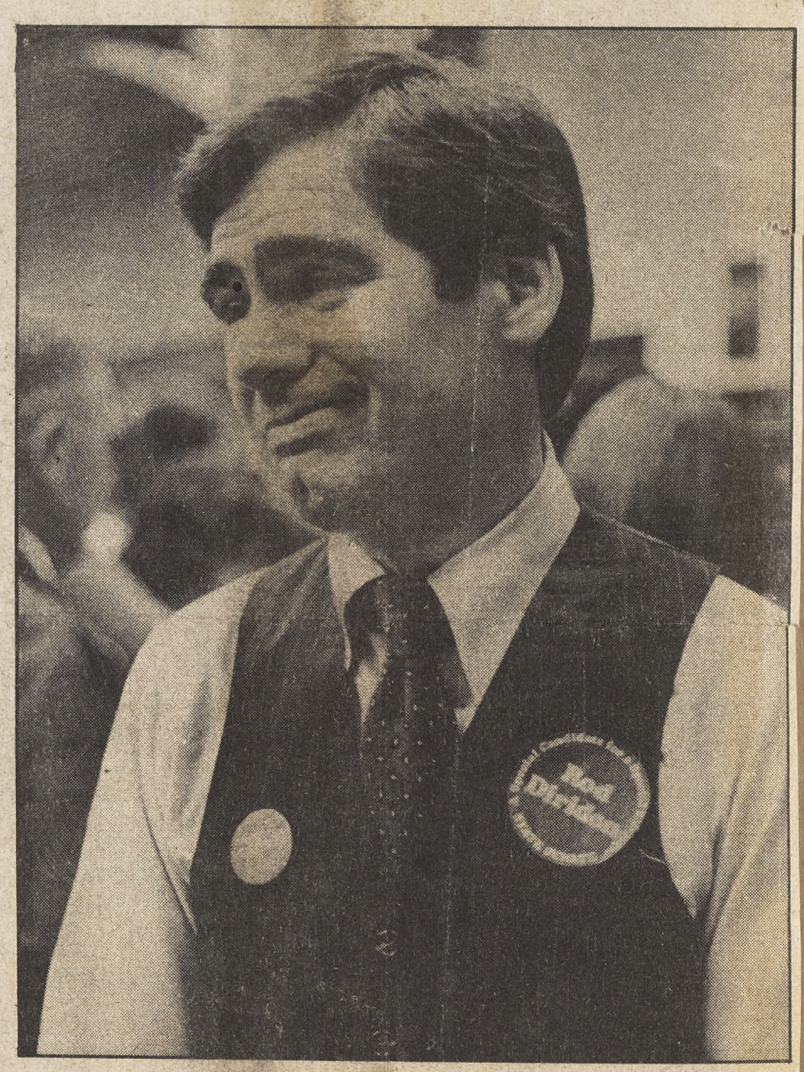


Photo by Dan Honda

Photo by Amy Huntoon

**Cupertino Mayor Dan O'Keefe (left) rises to the occasion election night at a Cupertino Senior Citizen Center celebration; a dejected Rod Diridon at San Jose campaign headquarters; Ronald Reagan after stopping in the valley to speak and back O'Keefe.**

since 1952

25¢

Vol. 34, No. 24

o by Dan Honda

y Amy Huntoon

the oc-
Citizen
San Jose
stopping



# Cupertino mayor beats Diridon, heads for Sacra

Continued from Page 1

Cupertino City Council will grapple with the problem of replacing O'Keefe at its June 16 meeting. A special election would cost $11,057, says City Clerk Dorothy Cornelius. It would cost about half that if the election were held in November.

The council can also appoint.

O'Keefe, who has said that he was avoiding personal attacks on Diridon, paid for a brochure sent out to thousands of homes late in the campaign which continued a theme of blasting what the O'Keefe forces saw as a lack of trust Diridon had among the electorate.

The brochure also played up Diridon's membership, until January, in the Campaign for Economic Democracy, founded by Jane Fonda and her husband, Tom Hayden — an activist group termed "radical" by O'Keefe. Mug shots of Diridon, Fonda and Hayden were featured.

"I never questioned his honesty — I questioned his ability to function in the future" in Sacramento, Diridon said.

However, a Diridon brouchure mailed just before election time used a device that even Diridon admits was the wrong "approach."

Senate bills that state Senator Richardson has voted against — including those that would have provided telephone service for the blind, helped battered women, worked against reducing violence on television, and established drought disaster relief — were listed in the brochure above the caption: "Dan O'Keefe's voting record. . . a preview?"

An ardent Diridon backer, Los Gatos Mayor Tom Ferrito filed with the state during the campaign a list of disclosure violations he charged O'Keefe committed in an attempt to hide the Gun Owners connection. The Fair Political Practices Commission is investigating the charges.

Since the 12th district is heavily Democrat, many observers thought Diridon would make a stronger showing against O'Keefe.

O'Keefe wasn't among those observers.

"I won this election based on my ability in office," the triumphant Cupertino mayor said at his victory celebration election night. Area voters want a more conservative representative in the Legislature to deal with upcoming problems, O'Keefe said.

"Hopefully it (the victory) will set a pattern for the future."

Someone from the audience shouted, "Let's hear it for O'Keefe!" as the new state Senator shook hands with friends and accepted congratulations. Friends hugged his wife, Doris, who had weathered O'Keefe's tough loss a few years ago in a congressional battle with Norman Mineta.

"I feel just great!" Doris O'Keefe said. Son Vince, 21, said the uproar was nice but that he had grown accustomed to attention being given to his father during O'Keefe's terms on the Cupertino City Council, Planning Commission, and as president of the Cupertino Union School District board.

Known for his rich sense of humor, O'Keefe, when asked if he was taking his wife on vacation now that the campaign had ended, replied, "I'm taking her to Milpitas."

At Diridon's headquarters, all was quiet, except for the television bringing more bad news.

Sipping wine, West Valley College District Governing Board President Foster Lopes referred to O'Keefe as a "carpetbagger" who didn't really have the support of the area.

"There's not much rhyme or reason to it," said Saratoga Mayor Linda Callon, although she added that the writing was on the w
candidates drew 60 pe
Diridon, considered
table quality, said he w
tasks facing the board
early to tell if he wou
office again.
A weary campaign
American flags taped
The next morning a
arched over Cupertino

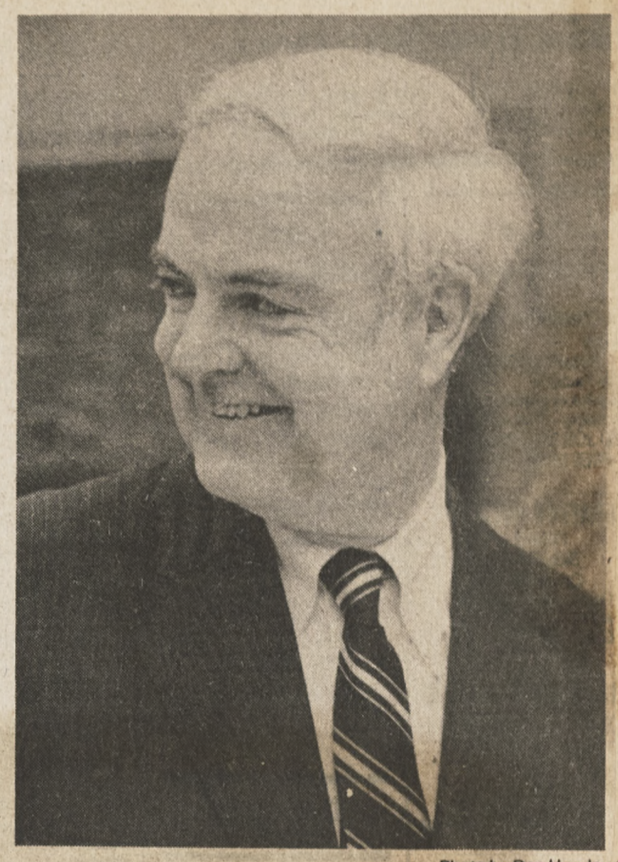


Photo by Dan Honda

A triumphant election night grin.



# Tour of Fremont Older home set

The first public tour of Woodhills, the historic home of crusading newspaperman Fremont Older and his wife Cora Baggerly Older, has been set for the afternoon on Sunday, June 1 by the Midpeninsula Regional Open Space District.

Tours will be scheduled by reservation only for the first 100 people who call the district office at (415) 965-4743.

Located on the 616-acre Fremont Older Open Space Preserve in the foothills behind Cupertino, the flat-roofed, shingle-sided structure was a departure from architectural tradition when it was constructed on the Older Ranch in 1913.

The principal designer was Mrs. Older herself, who visited the construction site daily to supervise changes.

During the 50 years that the Olders lived there, Woodhills was the gathering place for many celebrities, including Carl Sandburg, Thomas Starr King, Lincoln Steffens, and Clarence Darrow.

By 1975, however, when the ranch was acquired by the Midpeninsula Regional Open Space District, the house was in a state of near-ruin.

In 1977, Mort and Elaine Levine, former publishers of Surburban Newspapers (now the Meredith-Sun newspapers), came forward with a proposal for the restoration of the house.

The result was a 25-year lease with the Open Space District under which the Levines pay a token $1 a year for the privilege of living in the house.

The Levines have paid for all costs of restoring the house, which now looks very much as it did when the Olders lived there. The June 1 tour is also part of the lease agreement, which requires that the house be periodically opened to the public.

Cupertino Courier
6/4/80

The historian

Photo by Amy Huntoon

Louis E. Stocklmeir, 87, at his Cupertino home.

# The long life and times of Louis E. Stocklmeir

By MIKE MYSLINSKI

When Louis Emil Stocklmeir was a boy, he fished for trout in Stevens Creek in spots where it flowed gently through what is now Cupertino.

The trout are gone today, but Stocklmeir remembers when the limit was 50, back before they put the dam up. "Oh yes," he says quietly, "I used to catch the limit all the time."

Stocklmeir is 87. The squirrels play in the trees now as he sits in the shade outside his home, which is surrounded by eight acres of towering oak and palm trees, rows of orange and nut trees, and dozens of flowering plants. There is a smell of moss and wet grass in the cool air.

The shaded driveway through the estate leads to Stevens Creek Boulevard where cars roar by now and then, reminders of how much the area has changed since Stocklmeir was a child.

A Stanford University graduate, Stocklmeir is proud of the many things he has accomplished in his full life. One of these was being named, on March 21, 1966, the official historian of Cupertino.

"I have history in my veins," he smiles, satisfied that he is one of the most knowledgable county historians in the area.

Cupertino history he knows like the back of his wrinkled hand.

Take the story of Hoo Hoo Hill. Driving on Stevens Creek Boulevard toward the foothills, you pass through Monta Vista and maneuver down a steep hill as you pass the Blue Pheasant Restaurant. This is Hoo Hoo Hill. (Nearby is Hoo Hoo Way.)

In 1915, the Panama Pacific Exhibition, Stocklmeir says, was held in San Francisco and featured a special house built by the Hoo Hoo Association, a group of lumber businessmen.

A man named George Hensley had the house moved to a hill above Cupertino after the exhibit closed in 1917. The house burned down in 1931, Stocklmeir says, enjoying the precise naming of dates that historians relish.

It seems that Hoo Hoo Hill played a key role in the sale of steam automobiles in San Jose about 50 years ago. Prospective buyers of these newfangled machines would strike up a deal with the car salesmen in San Jose.

(Continued on Page 2)

# Life and times of Louis Stocklmeir

(Continued from Page 1)

"They would say to the salesmen, 'If we can make it to Hoo Hoo Hill and back, we'll buy it,' " Stocklmeir recalls.

He then would watch from his property at the base of Hoo Hoo Hill as car after car chugged half up the hill and stalled. Stocklmeir nodded to his house. "They came in here to phone."

That was back when Stocklmeir left his doors unlocked. "Those were the days," he sighs.

Born Oct. 28, 1892 in the Santa Cruz Mountains above Lexington Dam, Stocklmeir moved to his present home with his family in 1900. The family bought land with the money Stocklmeir's father had made mining gold in Alaska.

At the time, the valley was thick with orchards. An acre of prune trees went for $250. A burly California oak that towers now behind his home was planted by Stocklmeir and his mother in 1901.

Fresh from Stanford with an engineering degree, Stocklmeir had his career interrupted by World War I and remembers it vividly. He earned the rank of second lieutenant.

"I had eight of these big guns under my command," Stocklmeir says, thinking back to the battles he fought along the Western Front.

"I got gassed on the Western Front," he says, "They had the whole countryside saturated with gas." Doctors think these deadly gasses may be the cause of the severe arthritis crippling his body now.

Stocklmeir kept his Cupertino estate but went on to start his own engineering and insurance firm in San Francisco, lived in Palo Alto for a time, and eventually settled in Cupertino for good around 1950.

He helped design a huge leather tanning plant in South San Francisco and some of the Calli Brothers' office buildings locally, as well as Highway 9.

He remembers the great 1906 earthquake like it was yesterday. "I was sound asleep when it struck. It woke me up. My bed was sliding across the room. The apricot trees outside looked like they were going around in circles."

And he watched, year by year, as industry and tract homes covered the valley, which had received national publicity as an ideal place to live and work. In Cupertino — which was named West Side before becoming a city in 1955 — electronics plants and $200,000 tract homes stand where coyote, deer, foxes and skunks once roamed.

Wild ducks once swam in Stevens Creek, which lost much of its wildlife and fish when Stevens Creek Reservoir and the dam were built in 1937, Stocklmeir says.

He has made it a point to know when the last grizzly bear appeared here — it was killed in 1884.

"No grizzly has been seen ever since," he says. "Civilization has killed them all off. I'm not happy with that, let me be frank with you."

He pauses. The squirrels play in the trees. "But I can't blame people for wanting to come here," he says. "It's progress."

On his property the Ohlone Indians once lived and fished. While tilling his land, Stocklmeir found a large stone. It has a deep hollowed area where the Indians crushed meal on it.

Stocklmeir now gets up slowly to give a tour of the trees in his "arboretum." One fig tree produces five different varieties, the result of Stocklmeir grafting them in.

Pear, plum, peach, walnut, tangerine, you name it, Stocklmeir has it. "I just love trees," he says, and it's been very satisfying to watch them grow over the years.

He is in the midst of planting 400 orange trees and will finish the project "if I live long enough."

A walkway near his home is constructed out of 4,000 bricks that came from one of the first firehouses in San Jose.

Stocklmeir's wife, Gladys, says she loves watering plants. The couple celebrate their 60th wedding anniversary later this year.

Gladys lovingly refers to Louis as "poppa" and he calls her "tootie," a shortened version of what his old army buddies used to call their sweethearts: patooties.

Stocklmeir School in Cupertino was named after Louis and in 1965 he was named the Cupertino Chamber of Commerce Man of the Year.

He is a member of four historical societies and last year was made a life fellow of the International Biographical Association of Cambridge, England.

It is painful for Stocklmeir to walk. He rests about every 100 feet and if he falls over he must have someone pick him up. He recalls with frustration the time he was walking outside and he tripped.

No one was around so he crawled beneath the shade of a nearby tree until someone came. The sun on his thin skin can kill him, he says, and when he goes out now he wears a big cowboy hat.

But his mind is active. His eyes are blue and clear.

The sun is lower now, the shadows longer. Stocklmeir, the man with history in his veins, gazes out over his land.

"I've got a very clear mind," he says, "and I'm thinking all the time."



# Monta Vista postal celebration slated

Activities commemorating 98 years of postal service in Cupertino will be held beginning at 11 a.m. Saturday, Aug. 2, at Monta Vista Paint and True Value Hardware in Cupertino, 21875 Stevens Creek Blvd.

Postal service first commenced in 1882 in a shack next to the John T. Doyle Winery on Palm Avenue in Monta Vista, said Don Bettisworth, owner of the hardware store.

A number of successions and name changes brought the post office first to the crossroads in Cupertino then, in 1947, to the R. Cali & Brothers building on De Anza Boulevard.

It was there, Bettisworth noted, that the old "Postal Windows" that adorn the Monta Vista Branch Post Office located in the Monta Vista Paint & Hardware store were first put to use.

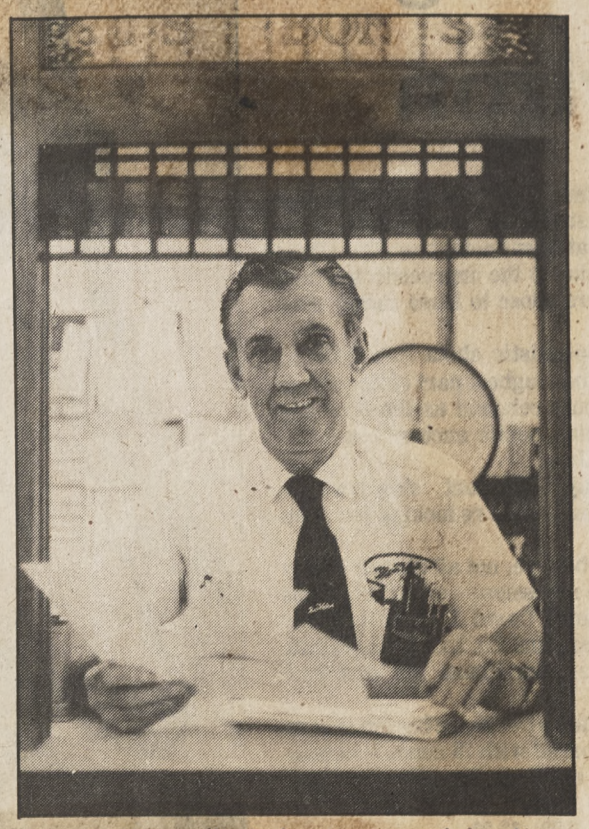
Bettisworth said the postal windows given to the Monta Vista Branch Post Office by Ronald Schmele, former Superintendent of Mails at Cupertino, will be a part of the commemoration ceremony Saturday honoring former postmasters Gilbert Aylesworth, 1918-1935; Catherine L. Gasich, 1935-1963; Alvin R. Carter, 1964-1979; and current postmaster Bernard P. Watson.

At 11 a.m. Leo Raiche and his "Harmony Junction Barbershop Quartet" will sing.

To add more historical moment to the occasion Basil Fuller and his square dance group will demonstrate the art of the square dance.

A first prize of $100 will be awarded to the most appropriate work spun by an individual reflecting a recollection of unique postal service. Works will be judged by a group of service club members, business men, and the Chamber of Commerce.

The first entry has already been submitted and involves an exchange of a colt given to a boy for scraping the mud from the wheels of the mounted rural carriers buggy.



Don Bettisworth is hosting a celebration of 98 years of postal service in Cupertino at his Monta Vista hardware store Saturday.

Photo by Dan Honda.

## LYON IS HISTORY GROUP V.P.

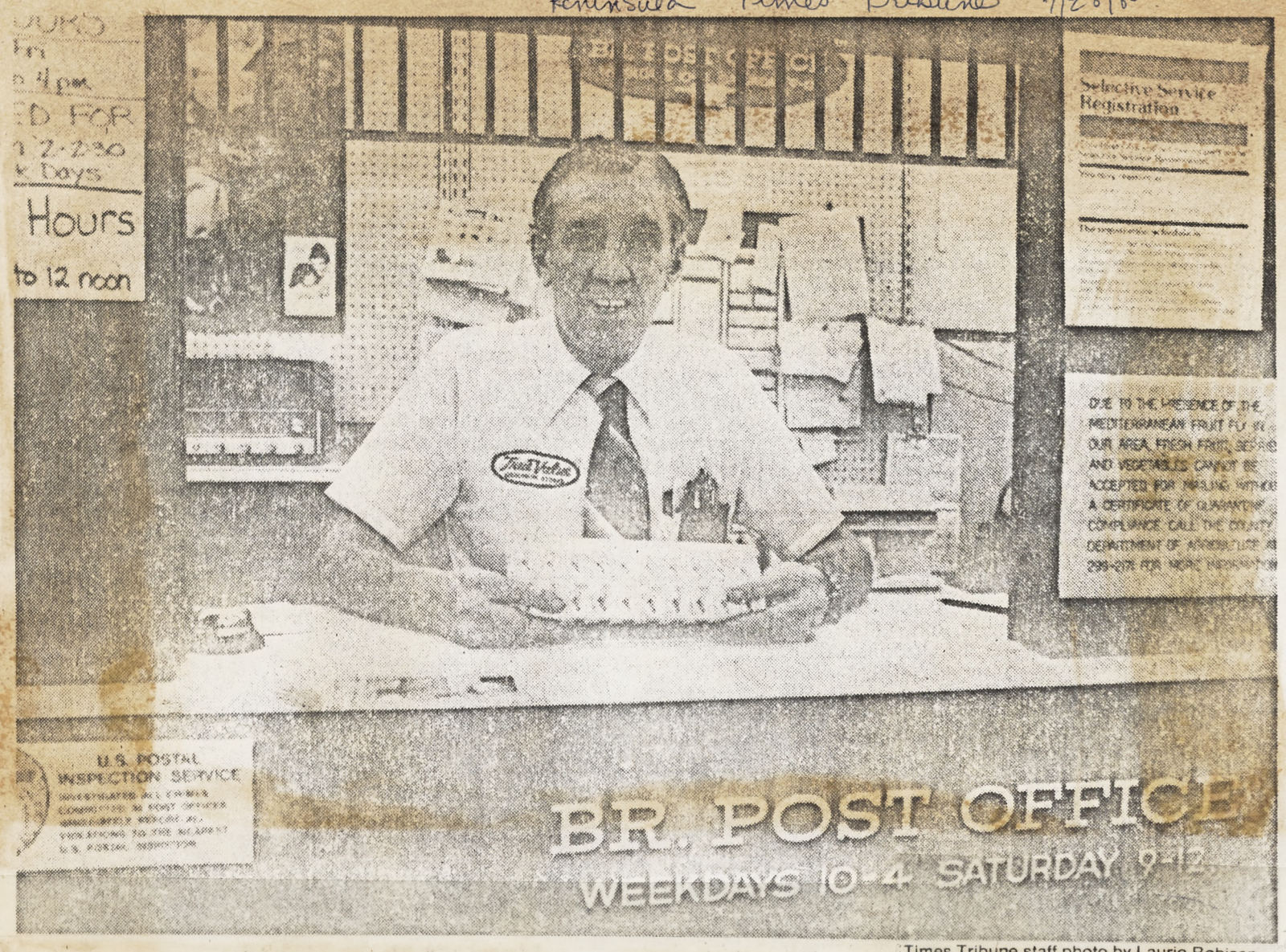
Cup. Courier 8/27/80

Mary Lou Lyon of Cupertino will again serve as a state regional vice president for the Conference of California Historical Societies for 1980-81.

Her region covers San Mateo and Santa Clara Counties. She is especially well-known in this area for creating a course for both high school and college students called "The California Experience."

She frequently speaks on California and local history, has won several awards in photography, and in 1973 received an award of merit from the Conference of California Historical Societies.

Peninsula Times Tribune 7/28/80




Times Tribune staff photo by Laurie Robison

*Don Bettisworth of the Monta Vista Paint and Truevalue Hardware store stands behind the bars of the branch post office in the shop. The post office is celebrating 98 years of a special kind of service.*

# Monta Vista recalls the post office of old

**By Laura Ost**
Times Tribune staff

. CUPERTINO — Years ago, and even today in some small towns, the post office was a very special place.

It symbolized dependability and friendliness, and most of the town news was exchanged there.

"I enjoyed meeting people," Gilbert Aylesworth says. Aylesworth, 85, was the Monta Vista postmaster from 1918 to 1935 and still lives nearby in Saratoga.

"In those days we knew practically everyone in the community by their first name."

Monta Vista has changed since then, and the post office has moved many times from its original shack next to the John Doyle Winery on Palm Avenue, but some residents remember.

In fact, they plan to celebrate 98 years of postal service Aug. 2 with a "Roaring '20s" celebration, including a barbershop quartet and square dancing. The event will be held in the parking lot next to Monta Vista Paint and True Value Hardware, 21875 Stevens Creek Blvd.

The Monta Vista Postal Station now operates from the store under Postmaster Bernard Watson.

Don Bettisworth, who opened the store 20 years ago and still runs it, organized the celebration because "I thought it would be a nice gesture. We've had 98 years of postal service in Monta Vista and it's still going."

Bettisworth, who has been called the unofficial mayor of Monta Vista — which technically is part of Cupertino — has a special affection for the post office. Part of that is due to the store's "postal windows," originally crafted for the 1947 post office on De Anza Boulevard.

"A lot of people admire them," he says. "They still have the 1947 date stamp."

In addition to the Harmony Junction Barbershop Quartet and the Krazy Dazys Square Dancers, Bettisworth says he might have a "spin the yarn" contest. After all, that's what the post office was all about.

Bettisworth remembers a man who came in one day and said he used to scrape the mud off the wheels of the old post office buggy. In return, the man said, he was given a colt.

**Please see MAIL, B-3**

Times Tribune staff photo by Laurie Robison

*Former postmaster Gilbert Aylesworth*

"The only business at that time was the old crossroads store," he says. "They sold everything from eggs to clothing.

Mail carriers rode horses until about the time Aylesworth took over. Then Walter Spengemann became the town's first "mo-

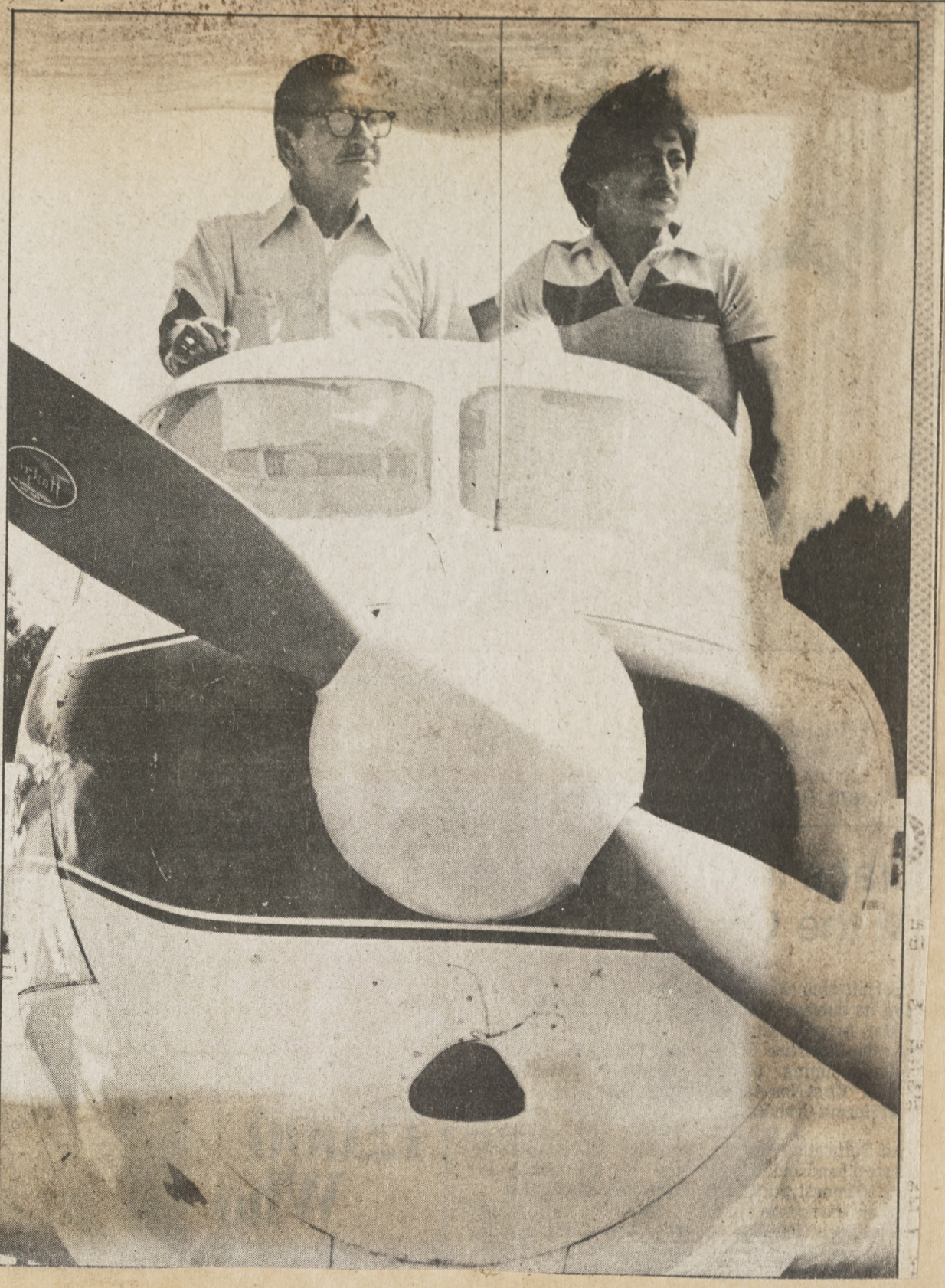
"He'd be at every mailbox at the same time every day," she says. "He used to help people up in the hills who were sick or couldn't get away. He'd take their radios into town to be fixed and bring them back a few days later, and he bring them bread and eggs."

she was Citizen of the Year in 1973 and has been on the Library Commission for years — but she remembers the old days with great fondness.

"We went out of our way to help people," she says. "Now the postal service is very impersonal."

Cup. Courier 9/10/80

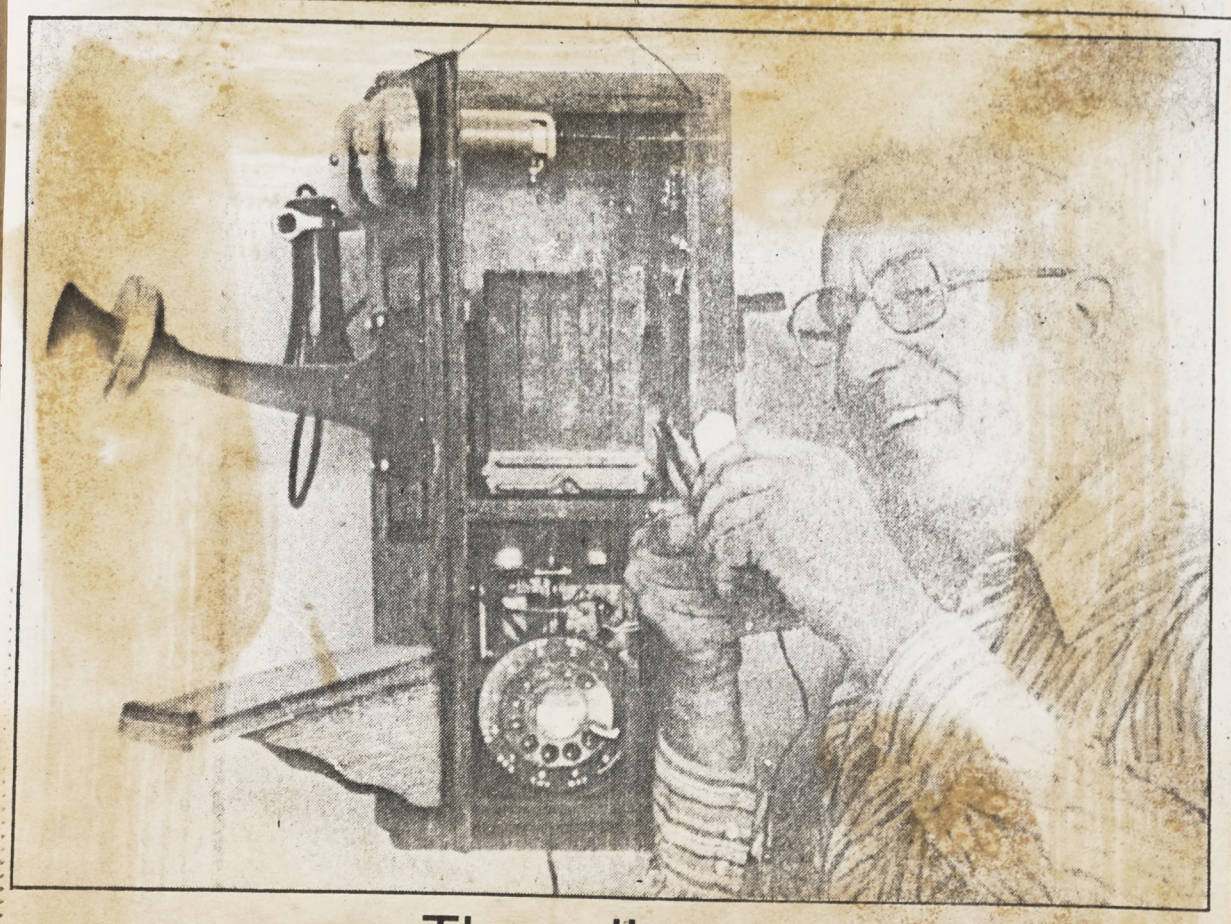
# Cupertinans celebrate 60 airmail years



They flew with the greatest of ease Monday to celebrate the 60th anniversary of the first airmail flight across the United States. Cupertinans Ray Balch (far right) and his next door neighbor Jim Lamb flew Monday carrying the mail from Reno to Sacramento. While they were doing that, other pilots were flying to various points around the nation along the first airmail route known as the "Green Threw Airway." The nostalgic celebration was sponsored by the Silver Wings group, whose members must have flown at least 25 years. The plane is one of three Balch owns, a 1948 Navion. Lamb owns Cupertino Auto Repair and served as co-pilot.

Photo by Amy Huntoon

Cup. Courier 9/10/80



# The collector

Bringing his 1907 telephone up to date is Gerry Billard of Cupertino, who owns 250 phones — the oldest dating back to 1878. Billard is preparing to sell some of his phones at a huge gathering of antique telephone collectors at the Dungey Hotel in San Mateo Sept. 20.

Peninsula Times Tribune 7/28/80

Times Tribune staff photo by Laurie Robison

*Don Bettisworth of the Monta Vista Paint and Truevalue Hardware store stands behind the bars of the branch post office in the shop. The post office is celebrating 98 years of a special kind of service.*

# Monta Vista recalls the post office of old

**By Laura Ost**
Times Tribune staff

. CUPERTINO — Years ago, and even today in some small towns, the post office was a very special place.

It symbolized dependability and friendliness, and most of the town news was exchanged there.

"I enjoyed meeting people," Gilbert Aylesworth says. Aylesworth, 85, was the Monta Vista postmaster from 1918 to 1935 and still lives nearby in Saratoga.

"In those days we knew practically everyone in the community by their first name."

Monta Vista has changed since then, and the post office has moved many times from its original shack next to the John Doyle Winery on Palm Avenue, but some residents remember.

In fact, they plan to celebrate 98 years of postal
with a "Roaring
tion, including
quartet and squar
event will be held
lot next to Mon
and True Value H
Stevens Creek Bl
The Monta Vis
tion now operates

under Postmaster Bernard Watson.

Don Bettisworth, who opened the store 20 years ago and still runs it, organized the celebration because "I thought it would be a nice gesture. We've had 98 years of postal service in Monta Vista and it's still going."

Bettisworth, who has been called the unofficial mayor of Monta Vista — which technically is part of Cupertino — has a special affection for the post office. Part of that is due to the store's "postal windows," originally crafted for the 1947 post office on De Anza Boulevard.

"A lot of people admire them," he says. "They still have the 1947 date stamp."

In addition to the Harmony Junction Barbershop Quartet and the Krazy Dazys Square Dancers, Bettisworth says he might have a "spin the yarn"

by Laurie Robison

## MAIL

**Continued from B-1**

Aylesworth, who says he served a 72-mile rural route that included 1,700 persons in 1918, remembers a town full of orchards.

"The only business at that time was the old crossroads store," he says. "They sold everything from eggs to clothing.

Mail carriers rode horses until about the time Aylesworth took over. Then Walter Spengemann became the town's first "motorized" carrier, and after a brief leave to fight in World War I he continued to carry the mail for decades.

Catherine Gasich, who was postmaster for 28 years beginning in 1935 — her starting salary was $735 a year — remembers Spengemann as the epitome of postal responsibility.

"He'd be at every mailbox at the same time every day," she says. "He used to help people up in the hills who were sick or couldn't get away. He'd take their radios into town to be fixed and bring them back a few days later, and he bring them bread and eggs."

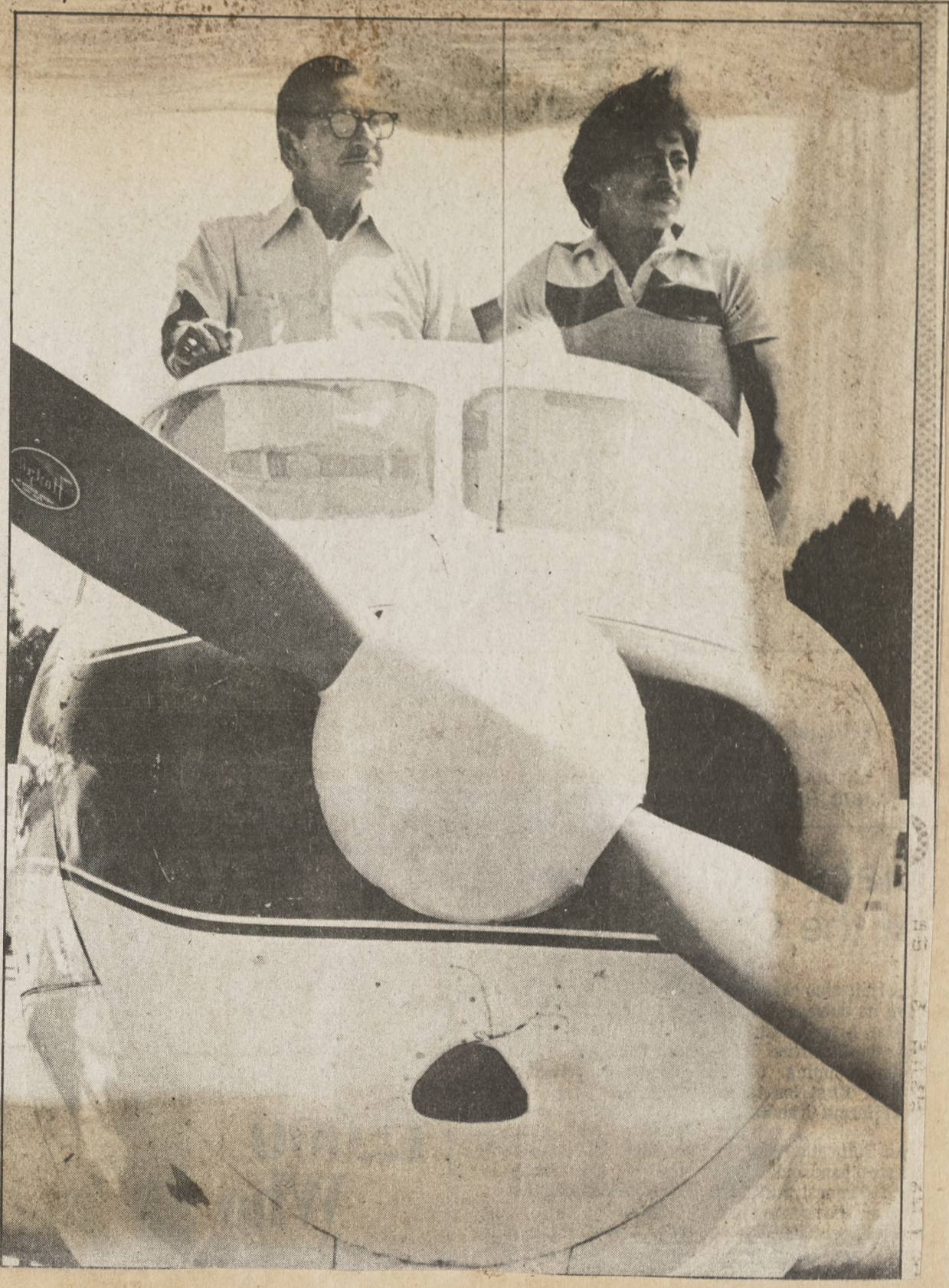
The post office was not the town hub in Monta Vista that it was in many cities because most patrons had their mail delivered. But residents still gathered at the post office, Gasich says, "to talk about the fruit situation or the war."

Gasich remains an active member of the community — she was Citizen of the Year in 1973 and has been on the Library Commission for years — but she remembers the old days with great fondness.

"We went out of our way to help people," she says. "Now the postal service is very impersonal."

Cup. Courier 9/10/80

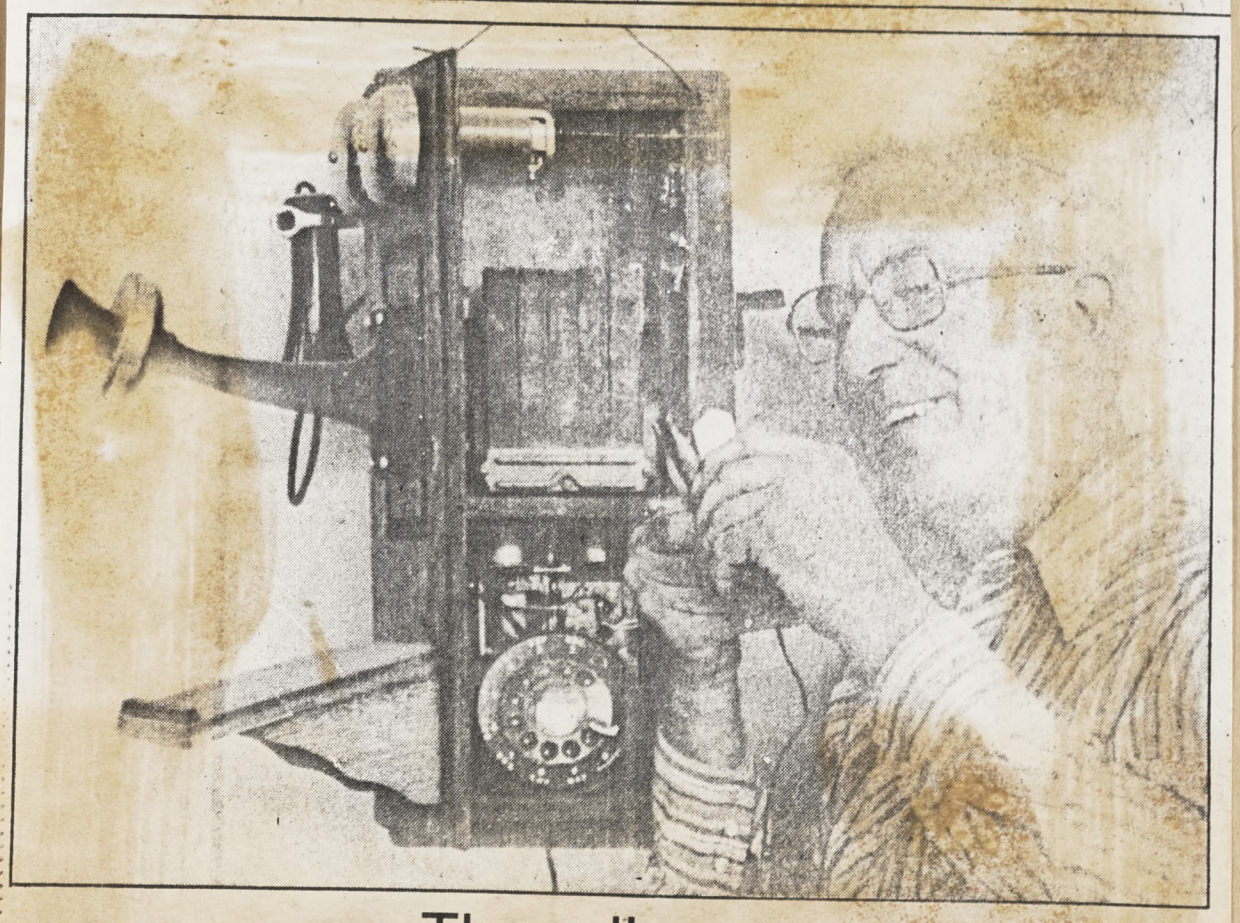
# Cupertinans celebrate 60 airmail years



They flew with the greatest of ease Monday to celebrate the 60th anniversary of the first airmail flight across the United States. Cupertinans Ray Balch (far right) and his next door neighbor Jim Lamb flew Monday carrying the mail from Reno to Sacramento. While they were doing that, other pilots were flying to various points around the nation along the first airmail route known as the "Green Threw Airway." The nostalgic celebration was sponsored by the Silver Wings group, whose members must have flown at least 25 years. The plane is one of three Balch owns, a 1948 Navion. Lamb owns Cupertino Auto Repair and served as co-pilot.

Photo by Amy Huntoon

Cup. Courier 9/10/80



# The collector

Bringing his 1907 telephone up to date is Gerry Billard of Cupertino, who owns 250 phones — the oldest dating back to 1878. Billard is preparing to sell some of his phones at a huge gathering of antique telephone collectors at the Dungey Hotel in San Mateo Sept. 20.

Cup Courier 9/10/80

# City festival deadlines loom

Deadlines are looming for those wanting to participate in the host of activities planned to celebrate Cupertino's 25th anniversary Oct. 4-11.

The Cupertino Chamber of Commerce in joint effort with Vallco Fashion Park is requesting Cupertino citizens and businesses donate items to be put in a time capsule.

The capsule will be opened 25 years from now in the year 2005 on Cupertino's 50th anniversary. Deadline to donate items is Sept. 19.

The items requested are mostly pictures of Cupertino scenes, past or present. They could be of buildings, before, during or after construction, parks, aerial views or special events in Cupertino such as De Anza day, wine festival, school plays or parades.

Businesses are asked to send in one of their business cards, standard size. Pictures should not be larger than 15"x15" please.

Bring in or send all donated items for the Time Capsule to: Cupertino Chamber of Commerce, 10381 S. De Anza Blvd., Cupertino, 95014.

After the sealing of the time capsule at the dinner, the capsule will be placed in a beautiful old safe donated by Burrel Leonard. The safe will be permanently on display at Vallco Fashion Park for public view.

The anniversary celebration gets underway Saturday, Oct. 4, with an anniversary parade down Stevens Creek Boulevard. The parade, which begins at 10 a.m., will feature bands, civilian drum corps, drill teams, majorette, floats and mounted units.

Deadline to enter the parade is Sept. 15. Call 253-2060 for more details. There is no entry fee.

An art show, entitled "Art in the Park," is scheduled for Memorial Park from 10 a.m. to 4 p.m. on Saturday, Oct. 11, and Sunday, Oct. 12. Presented by the Cupertino Parks and Recreation Department and the Fine Arts League of Cupertino, the show is open to area artists.

Categories are oils, acrylics, water colors, mixed media and historical. Artists must submit applications by Sept. 22. For more information, call Kathy Brondyke, 253-1645.

The 10th annual Tournament of Bands Parade will go down Stevens Creek Boulevard Saturday, Oct. 11, from 11 a.m. to 2 p.m. as part of the anniversary celebration. Fifty bands from throughout the state are expected. They will compete for top honors that evening at the Cupertino High School.

To help finance the celebration, commemorative medallions are being sold by Cupertino service clubs for $4.50 on a pre-sale basis. (The price goes up to $5 after Oct. 1.) Persons interested in purchasing the medallions should call Lee Cheney, 736-4199.

The week's closing event will be the anniversary dinner, Oct. 12, at the parish hall of St. Joseph's Church. The $9 dinner is open to the public.

For ticket information, call Louis Paviso, 252-6523.

Cup Courier 9/3/80

Looking forward to the horses in the parade during the city's celebration next month are Cupertinan Jenny Ludwig and friends.

Photo by Julie Levy

# City set to celebrate its 25th anniversary

Plan to be in town the week of Oct. 4-12.

Cupertino will be 25 years old next month and a host of special activities is planned to properly celebrate the city's silver anniversary.

"I think it's marvelous," Mayor Barbara Rogers says of the way Cupertino organizations and businesses have joined forces to prepare seven days of festivity the city won't soon forget.

Some events slated are parades, a fireworks display, a historical slide show, and three luncheons with the themes, "Pioneer Families," "Current Technology" and "The Future."

Going fast are the 1,000 souvenir coins selling for $4.50. (Place your order with Lee Cheney: 736-4199.)

Merle Butler, city parks and recreation director, is coordinating a "Fun in the Park" day that will feature family activities and craft booths. He is accepting applications from groups wanting to compete in parade exhibit competition.

A time capsule will be buried in an old safe donated by Vallco's Burrel Leonard. It will be sealed at a community dinner to be held at St. Joseph's Church.

Some donations from Cupertino businesses include $300 from Tandem Computer, $250 from Apple Computer and a pledge of clerical help from Hewlett-Packard to be used for the parade.

Cupertino Jaycees have pitched in $600, while the city is matching all donations.

Many high schools from the region are expected to turn out to compete in a tournament of bands competition.

The week of activities should help residents to see how far the city has come since the days of orchards and little industry, Mayor Rogers said.

"I think we have a lot to celebrate."

Cup Courier 9/17/80

# Fire guts school official's Cupertino home

Fireplace embers ignited a blaze Saturday that burned down the Cupertino home of Dale Deselms, assistant superintendent for administrative services in the Fremont Union High School District.

Damage was set at $130,000.

According to Jerry Philips, assistant fire chief with the central fire district, the blaze was caused by fireplace embers getting trapped between shingles of the Deselms' home, 22050 Regnart Road.

"The winds will fan it," Philips said of the way these types of fires are started. "It happens more often than you think."

He said there was no spark arrestor in the chimney of the two-story home.

Firefighters had a difficult time fighting the blaze due to low water pressure in Regnart Canyon.

"We live with it," Philips said of the water pressure problem, which he said is not uncommon in the foothills.

Although the Deselms were home when the fire began, no one was injured. One firefighter cut his knee fighting the blaze.

Philips estimated structural damage to the home to be $100,000 and $35,000 for the contents.

The call came in at 2:42 p.m. Saturday and firefighters were on the scene nine minutes later, Philips said.

Deselms could not be reached for comment at press time.



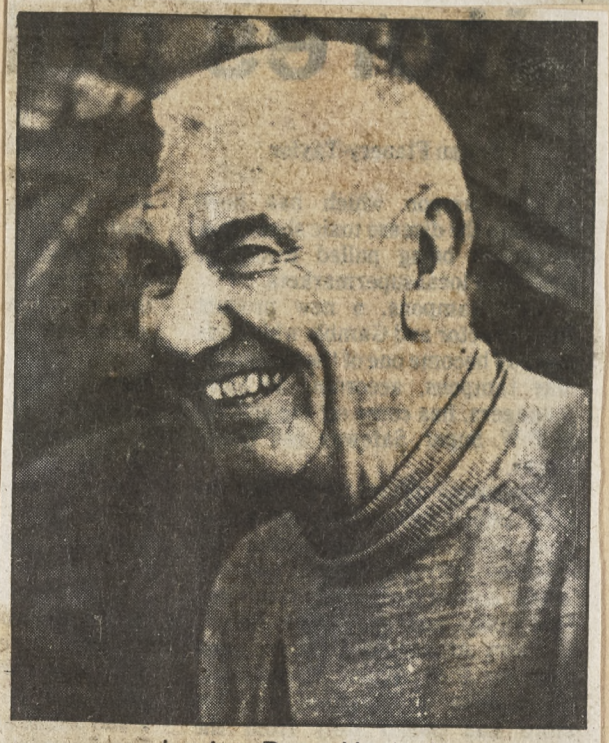
# Cupertinan Hertert dies of heart failure at age 75

Lucien Dean Hertert, a resident of Cupertino since 1946, died Saturday of heart failure. He was 75.

Born Oct. 29, 1904, Hertert received his masters degree in bacteriology in 1928.

He owned and operated a clinical laboratory in San Francisco for 40 years, and was a research fellow at the U.C. Medical School's Hooper Foundation.

He served on the California State Board of Clinical Laboratory Examiners, and acted as a consultant for the California State Board of Health's Laboratory Division.



Lucien Dean Hertert

children and eight grandchildren.

A family memorial service was held, led by Father John Buenz, rector of St. Jude's Episcopal Church in Cupertino.

A memorial fund in his honor is being established by the California Carvers Guild, P.O. Box 1195, Cambria, CA 93428.

He served during the war as Major in the Sanitary Corps, first as executive officer of the Ninth Service Command Laboratory at the Presidio of Monterey, followed by two years in North Africa and Italy.

After the war, he moved to Cupertino and resumed work in his San Francisco Laboratory.

Hertert was the first executive secretary of the American Association of Bioanalysts, instrumental in organizing that society and active in it for many years.

Following his retirement, he became a member of the California Carvers Guild, establishing the Education, Judging, and Silviculture Divisions. His carving work can be seen at the Columbia Community College, Columbia, Calif., where a series of wall panels depicting Bret Harte's stories of the Gold Country are hung.

These were done by Hertert and fellow members of the California Carvers Guild. Another project completed by Hertert and four other local carvers was featured by the Cupertino Courier in 1976; it is a 9 foot by 21 foot mural illustrating Juan Bautista de Anza's 1776 trek bringing the first settlers into California.

The mural is on permanent exhibit at Pepperdine University in Malibu.

Hertert's interests included photography, gardening, and a lifelong absorption in learning and teaching. He is survived by his wife Nancy, sister Lenore Inhelder, nine

# An old trunk becomes a time capsule for students

A WIRY LITTLE woman with gray hair reached into an old-fashioned trunk and produced a small steel stick with a little hook at one end.

"What do you think this is?" she asked, eyes sparkling as she surveyed the faces in the sixth grade Cupertino classroom.

"A dentist's pick?" responded one alert youngster.

" 'Fraid not," replied Hazel Fretwell with a laugh. "It's a button hook. It was a pretty important in getting dressed in the old days." Informing her young audience that buttons came before zippers, she again reached into the trunk and withdrew some "spats" which she explained fit tightly around ladies' ankles to protect from the dust.

Faye Boquist

She demonstrated the use of the button hook.

"You see," she said, "they fit so tightly you had to use this hook to pull the buttons into the little loops.

"The roads were not paved," she continued. "There were not many cars when I was a little girl. The horses kicked up a lot of dust and I, like most of the others, had to walk several miles to Lincoln School." At this point, Hazel Regnart Fretwell, whose family name has been attached to the canyon and its road, produced photos of her school which she attended as well as her father before her. At the southeast corner of Prospect and Saratoga-Sunnyvale Road, Lincoln School was the first of four elementary schools serving the Cupertino area youngsters.

"When it was raining, Father would hitch up the horse and pick us up in the buggy," said the youthful 69-year-old woman. Not immune to the looks of envy at the mention of a horse, she hastened to add, "All we had was plow horses." Explaining they had to be versatile to pull all of the farm equipment and serve a rider as needed, she said they had to "earn their keep. They aren't like cars, you know. You have to feed a horse whether he's working or not."

But, with people, it was different, said Mrs. Fretwell.

"All the children were expected to work. School was postponed if the prune crop was late because all our parents needed us to pick them.

"We worked or we didn't eat," she said simply.

"To get money to attend San Jose State College, I worked in the cannery. We made 35 cents an hour and it was all stand-up work." She again turned to the trunk and came up with a peach-pitter, pear-peeler and corn-husker and sent them down the classroom aisle for inspection.

Was college expensive?

It cost about $100 a semester if you lived at home, she said. "I had three dresses and one pair of shoes," she added as she held up pictures reflecting the style of the 1920s and 30s. "And girls would rather die than wear overalls to school."

There were no signs of restlessness or boredom as the trunk's contents surfaced. Clearly, the fascinating trunk had opened a new world of intrigue. Books were never like this!

"Electricity was a luxury we didn't have until I was 17," continued the native of Cupertino. "Since we had to provide our own electric poles in the canyon, it took awhile. We heated water for our bath and our laundry. See this!" she said. "It's a washboard. No difficult directions. Just a lot of work."

Cooking was done on an iron stove fueled with wood. To stir the coals and add wood , you used a lid-lifter. Taking one from her historical collection, she termed it as relevant as the button hook.

Flatirons, too, were circulated through the classroom. Mrs. Fretwell demonstrated how the holder clamped onto the hot iron and explained that women (who spent long hours in housework) needed to have some irons heating on the stove while using another. "We didn't have wash and wear garments then and all our dresses, shirts and petticoats wrinkled like crazy.

"I remember the orchard and that we had to walk quite a distance to get to the nearest neighbors. There were five houses in Regnart Canyon. We had one grocery store at the Crossroads. It had everything in it from a post office to hammers and nails and macaroni.

"There was a peddler who would bring us meat and fish once a week. He'd have it all packed with ice in his horse-drawn wagon. Hamburger was was 10 cents a pound."

Jim Hummel — Mercury and News

Recollections of the blacksmith shop was included in Mrs. Fretwell's historical show and tell program and she showed them horseshoes and an axe that had been made by a blacksmith during Cupertino's earlier days.

The alert grandmother of six has given some 26 presentations to children during the 1979-80 school year and has been besieged by requests from teachers for next year. Recently, she also tried out her program on the Cupertino Historical Society — the organization that has dreamed up the project and collected all the items for the popular traveling trunk.

"No wonder the kids love it," commented a long time member of the group. "She brings out so many things that even I have almost forgotten."

To give Mrs. Fretwell a breather, Lonnie Toensfeldt, a member of the Cupertino Parks and Recreation Commission, has taken Fretwell instruction and taken the traveling trunk to several classroom.

"We want to get more of the members involved in putting on these programs," said Mrs. Fretwell. "We don't want the trunk to be buried in the past." It has represented a live version of early Cupertino culture and "our speakers have to know all about its contents before they can make the kids believe in it."

Cupertino Courier 10/1/80

# Cupertino is 25 years young

## City ready to celebrate silver anniversary

They began one year ago.

Planners of the various activities slated Oct. 4-12 to celebrate and give meaning to Cupertino's silver anniversary have been meeting about 12 months to bring you the activities that begin Saturday.

Just the planning has brought people together, and the architects of the 25th anniversary are hoping the upcoming events will give Cupertinans a sense of community spirit.

"It will be a unique opportunity for all of us in the city to get to know all that so many people have done through the years to make this such a fine city," Mayor Barbara Rogers said.

"I hope it will be a time of appreciation as well as celebration."

Cupertino became a city Oct. 10, 1955.

Kicking off festivities paying tribute to cityhood will be the anniversary parade from 10 a.m. to noon Saturday on Stevens Creek Boulevard. Awards will be presented in seven major divisions and 47 categories.

A highlight of the parade will be horse competition.

Following the parade, you can drop in on a bunch of activities at Memorial Park.

Various performing groups will be on the amphitheater stage and at the adjacent Senior Center.

One special folk group based in Cupertino, "Schenachie," will serenade the crows with bluegrass and comic songs.

A banjo band takes the stage 4:30 p.m. Saturday at Memorial Park.

Families can buy hot dogs or chicken or try their luck at the many game booths.

The senior citizen "Hayseed Band" plays at the Senior Center Saturday at 1 p.m., followed at 2:30 p.m. by exotic dancers and the Senior Choraliers at 4 p.m.

At 3 p.m. Saturday, officials will gather at Vallco Fashion Park. A time capsule will be placed inside an old safe donated by Vallco's Burrel Leonard.

To be opened in 25 years, the time capsule, loaded with various Cupertino artifacts, will be placed inside the safe and sealed in a ceremony on the lower level near the Bullock's entrance.

Amy Huntoon

Only a few hundred of the 1,000 commemorative medallions stamped for the anniversary are available for purchase at $5 each. Call Lee Cheney, 736-4199.

You can really get sentimental and pay $5 for a "Nowhere Else But Cupertino" T-shirt at the Cupertino Parks and Recreation Department office, 22221 McClellan Road. (Call the department at 253-2060 for festival information.)

## Week of events begin Saturday

The following is a list of activities planned to commemorate Cupertino's 25th anniversary:

### Saturday, Oct. 4

- 10 a.m. to noon, the 25th anniversary parade from Vallco Fashion Park to Memorial Park down Stevens Creek Boulevard.
- 8 a.m. to 4 p.m., flea market at De Anza College.
- 2, 3, 4 p.m., Minolta Planetarium show at De Anza.
- Noon to 5 p.m., games, food and entertainment at the city's "Fun Time in the Park" celebration at Memorial Park.
- Noon to 5 p.m., open house at Cupertino Senior Center.
- 3 p.m., Vallco Fashion Park : the time capsule ceremony.
- All day: junior tennis tournament at Memorial Park.

### Sunday, Oct. 5

- All day, junior tennis tournament at Memorial.
- Minolta planetarium shows, same times as above.
- 6 p.m., Vallco Fashion Park, San Jose Symphony Pop Concert.

### Monday, Oct. 6

- Noon to 1:30 p.m., De Anza College California History Center lecture and luncheon on the pioneer families of Cupertino, $5, co-sponsored by Kiwanis Club.

### Wednesday, Oct. 8

- Noon to 1:30 p.m., De Anza History Center luncheon and lecture on Cupertino's present status as a community, $5, co-sponsored by the Rotary Club.
- 7:30 to 10 p.m., special reception to honor 25 years of mayors in Cupertino, slated for the Senior Citizens Center. All past and present councilmembers, city commissioners, staff and friends invited to view a historical slide presentation. Rajna's Cookie Jar will provide a special cake, and punch and coffee will be served by members of the Philotesian Rebekah Lodge No. 145 and the Cupertino Historical Society.

### Friday, Oct. 10

- Noon to 1:30 p.m., De Anza History Center luncheon and lecture on the city's future prospects, $5, co-sponsored by the American Association of University Women and the League of Women Voters, local chapters.

### Saturday, Oct. 11

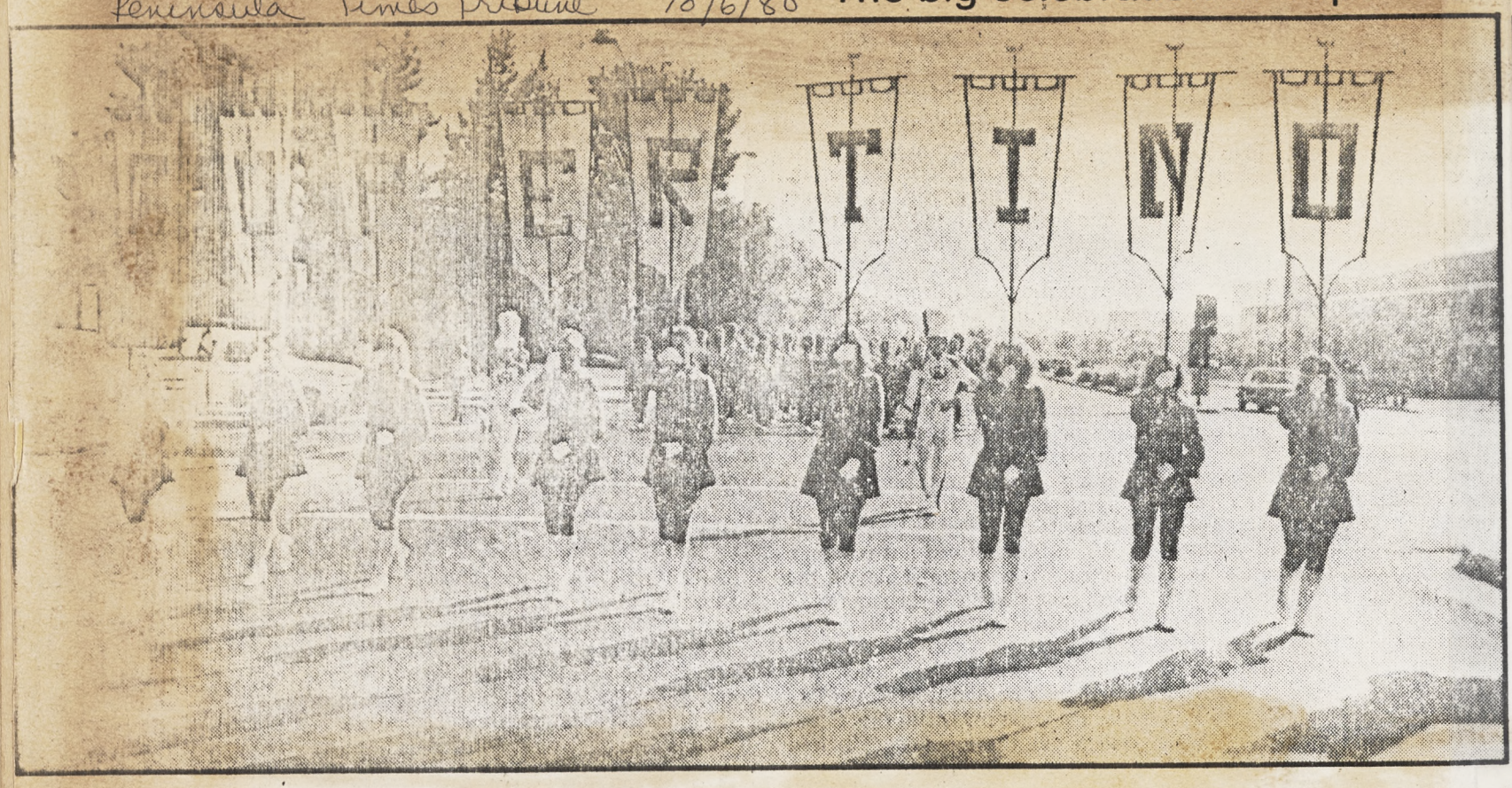
- 10 a.m. to 4 p.m., "Art in the Park" celebration at Memorial Park, featuring works by local artists and a special historical section in honor of the city's 25th.
- 11 a.m. to 4 p.m., the 10th annual Tournament of Bands, beginning at St. Joseph's Church and ending at Cupertino High School.
- Minolta Planetarium shows, same times as above.
- 6:30 p.m., Tournament of Bands competition, Cupertino High, admission $2 and $3.

### Sunday, Oct. 12

- 10 a.m. to 4 p.m., "Art in the Park" at Memorial Park.
- Minolta Planetarium shows, same times.
- 3 p.m., Ecumenical Choir show, Valley Church.
- 3:30 p.m., De Oro Club tea (by invitation).
- 6 p.m., the community anniversary dinner, St. Joseph's Church.

Peninsula Times Tribune 10/6/80

# The big celebration in Cupertino



Times Trib

Cupertino is celebrating its of silver anniversary for eight days with a variety of festivities. The Cupertino High School marching band (above) marched on Stevens Creek Boulevard on Saturday and will perform again next Saturday at 11 a.m. out the state. A spectator (ri remember when Cupertino became Santa Clara Valley's 13th city, watches t

Cup. Courier 10/15/80

# Tuba or not tuba?

Herman Bustamante Jr.

Blowing with all his might as he carefully reads his music, Brent LeCourt of the Monta Vista High School marching band walks down Stevens Creek Boulevard during the Tournament of Bands competition Saturday. LeCourt seems to be taking things calmly. Tuba or not tuba? Tuba. More band photos on page 5.

Cup. Courier 10/15/80

# 500 Cupertinans turn out for the city's anniversary dinner

About 500 persons attended the city's 25th anniversary community dinner Sunday, jamming St. Joseph of Cupertino Church parish hall for a night of dancing, Italian food and civic pride.

It was an evening of togetherness and the official end of eight days of activities in honor of Cupertino's silver birthday.

Raising his wine glass, Councilman John Plungy, seated at a special table for city dignitaries, coaxed the crowd to its feet and offered a toast in Latin: "Ad Multos Annos," which means "for many years."

Plungy, commenting on the community spirit that seemed to prevail at the dinner, said a similar dinner would not go over in a city the size of San Jose.

"We can do this here," Plungy grinned. "And you notice the bartenders aren't carefully measuring out the drinks!"

Mayor Barbara Rogers praised the many persons who gave of their time to help make the 25th anniversary festivities a success.

At the back of the dinner hall, Dana L. Grover, head of Video Now Productions in Cupertino, stood by his video recorder showing persons the scenes he had recorded, the anniversary parade and Jollyman School children singing happy birthday to Cupertino.

Dancing was to the big band sound of the Sal Carson trio, paid for by Home Savings and Loan of Cupertino.

Chairman of the dinner was Joseph Adamo.

Cupertino's Florentine Restaurent catered the affair

Times Tribune staff photos by Bob
A spectator (right), too young to
city, watches the band.

## PUBLIC NOTICES

NOTICE OF APPLICATION FOR CHANGE IN OWNERSHIP OF ALCOHOLIC BEVERAGE LICENSE

To Whom It May Concern:

KANG, Eun Bong & Sang Hi are applying to the Department of Alcoholic Beverage Control for On Sale Beer & Wine Eating Place to sell alcoholic beverages at 10457 S. De Anza Blvd., Cupertino.

Pub.: 10/15/80 341-C

For information on Legal Advertising please call Mary Ann at 255-7500

RESOLUT
A RESOL
CITY COUNC
OF CUPERTI
ITS INTENTIC
STREET NAM
CITY OF CUP
ANT TO SE
THE STREET
WAYS COD
CALIFORNIA,
AND PLACE
AND PROV
THEREOF
"PORTAL
"NORTH POI
AND "SOU
AVENUE"

WHEREAS
that Portal A
nated "North
for that segm
vens Creek

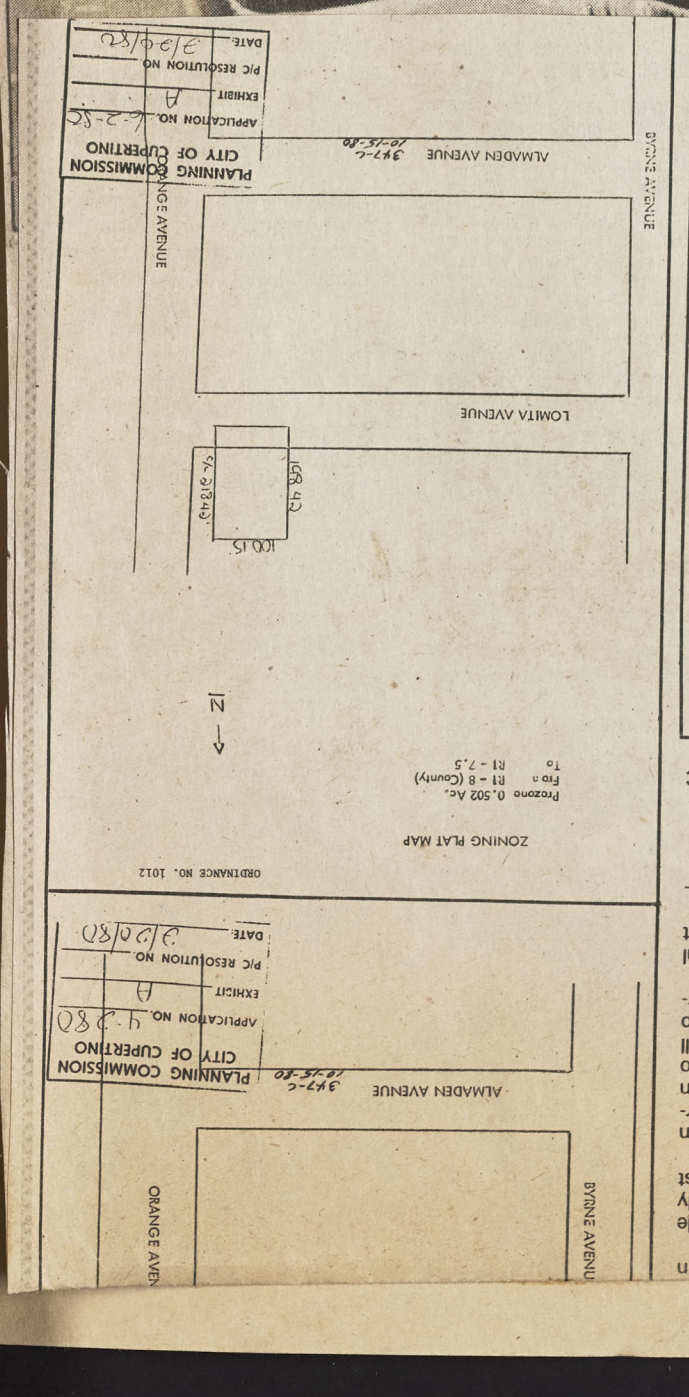
ESOLUTION NO. 5444
RESOLUTION OF THE
COUNCIL OF THE CITY
UPERTINO DECLARING
NTENTION TO ORDER
TION OF A PORTION
LHAMBRA AVENUE AT
SOUTHEAST CORNER
ALHAMBRA AVENUE
SANTA CLARA
UE, RETAINING IT AS
IC UTILITY EASEMENT
SANITARY SEWER
MENT AS PROVIDED IN
ON 8320 ET SEQ. OF
STREETS AND HIGH-
S CODE OF THE STATE
CALIFORNIA, FIXING
AND PLACE FOR PUB-
EARING AND PROVID-
OR NOTICE THEREOF.

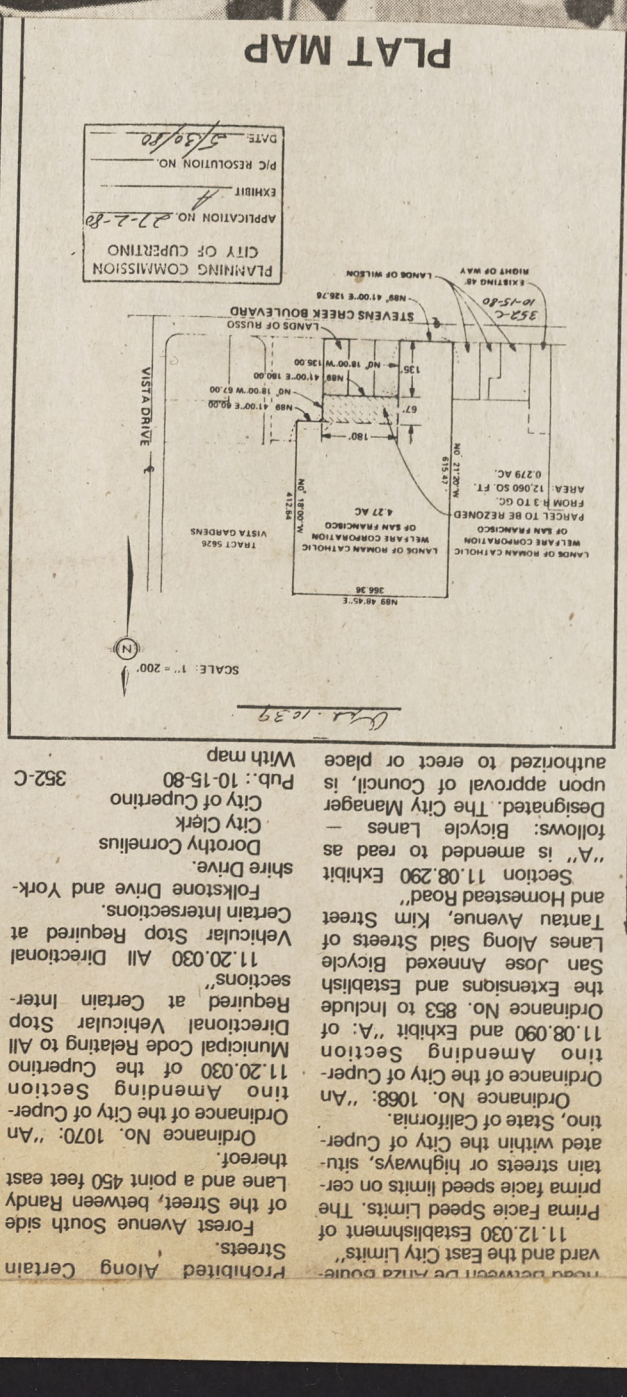
HEREAS, that portion of
y street known as
bra Avenue and more
larly described in des-
n and map attached
and made part hereof as
s "A" and "B", respec-
is unnecessary for pre-
or prospective public
urposes; and

EREAS, said portion
retained as public utility
nt and sanitary sewer
nt,

EREAS, the City Coun-
ts to proceed pursuant
provisions of Section
seq. of the Streets and
ys Code of the State of

ber, 1980, b
vote:
Vote: Mem
Council
AYES: G
Sparks, Roger
NOES: Nor
ABSENT: N
ABSTAIN:
ATTEST:
Dorothy Co
City Clerk
APPROVED
Barbara A.
Mayor,
City of Cup
All that cert
situated in the
tino, County
State of Califo
cularly describe
Beginning a
corner of lot 1
said lot and b
upon that certa
"Map of Mo
addition", filed
Volume P of m
Santa Clara C
said point also
east line of All
40 feet wide;
being the nort
that certain
described in
No. 5236 of the
the City of Cu
from said poin
al
A




Prohibited Along Certain Streets.

Forest Avenue South side of the Street, between Randy Lane and a point 450 feet east thereof.

Ordinance No. 1070: "An Ordinance of the City of Cupertino Amending Section 11.20.030 of the Cupertino Municipal Code Relating to All Directional Vehicular Stop Required at Certain Intersections"

11.20.030 All Directional Vehicular Stop Required at Certain Intersections.

Folkstone Drive and Yorkshire Drive.

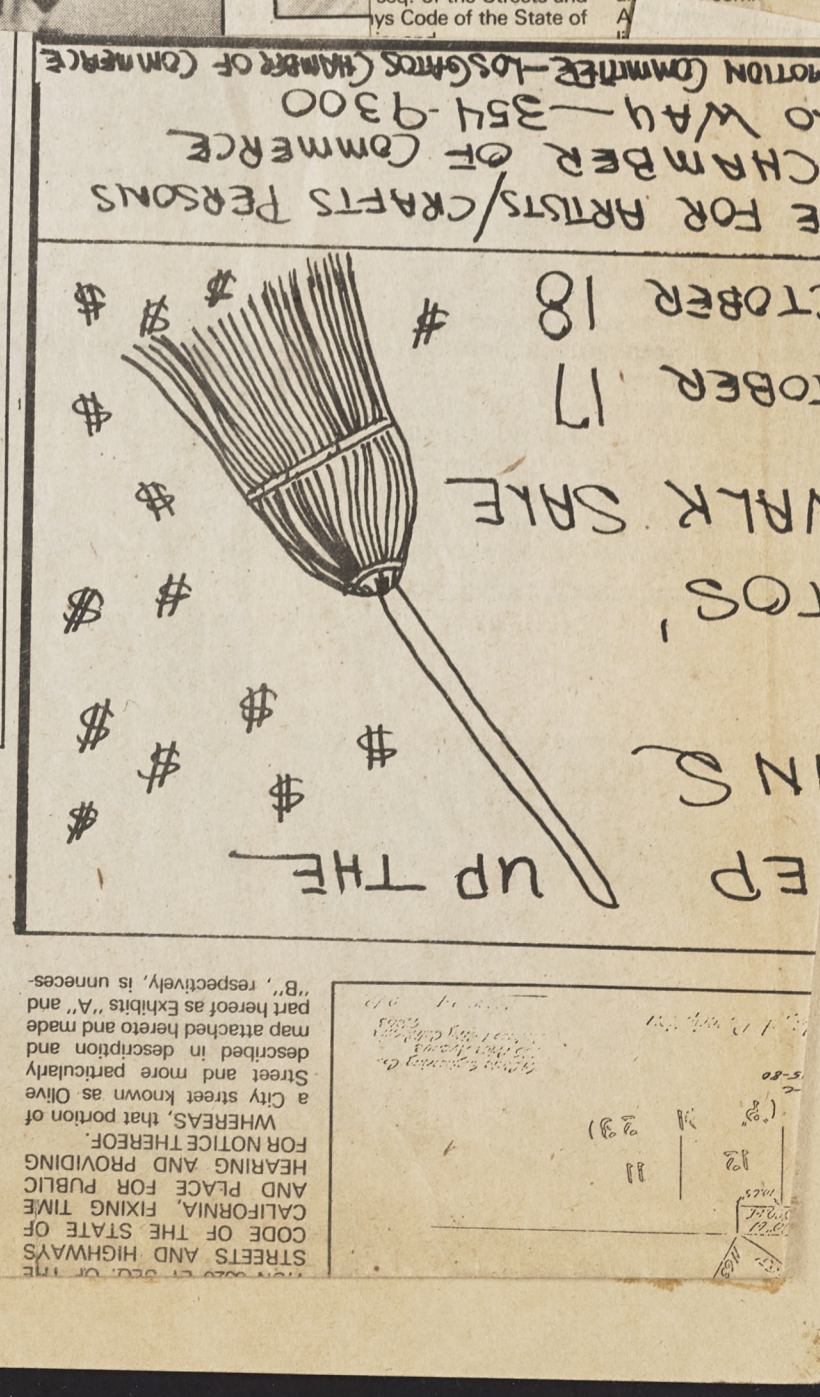
Dorothy Cornelius
City Clerk
Pub.: 10-15-80 352-C

With map

11.12.030 Establishment of Prima Facie Limits. The prima facie speed limits on certain streets or highways, situated within the City of Cupertino, State of California.

Ordinance No. 1068: "An Ordinance of the City of Cupertino Amending Section 11.08.090 and Exhibit "A: of Ordinance No. 853 to Include the Extensions and Establish San Jose Annexed Bicycle Lanes Along Said Streets of Tantau Avenue, Kim Street and Homestead Road"

Section 11.08.290 Exhibit "A" is amended to read as follows: Bicycle Lanes — Designated. The City Manager upon approval of Council, is authorized to erect or place



Peninsula Times Tribune 10/6/80

## The big celebration in Cupertino

Cupertino is celebrating its of silver anniversary for eight days with a variety of festivities. The Cupertino High School marching band (above) marched on Stevens Creek Boulevard on Saturday and will perform again next Sa
remember when Cupertino be

Cup. Courier 10/15/80

## Tuba or not tuba?

Herman Bustamante Jr.

Blowing with all his might as he carefully reads his music, Brent LeCourt of the Monta Vista High School marching band walks down Stevens Creek Boulevard during the Tournament of Bands competition Saturday. LeCourt seems to be taking things calmly. Tuba or not tuba? Tuba. More band photos on page 5.

Cup. Courier 10/15/80

## 500 Cupertinans turn out for the city's anniversary dinner

About 500 persons attended the city's 25th anniversary community dinner Sunday, jamming St. Joseph of Cupertino Church parish hall for a night of dancing, Italian food and civic pride.

It was an evening of togetherness and the official end of eight days of activities in honor of Cupertino's silver birthday.

Raising his wine glass, Councilman John Plungy, seated at a special table for city dignitaries, coaxed the crowd to its feet and offered a toast in Latin: "Ad Multos Annos," which means "for many years."

Plungy, commenting on the community spirit that seemed to prevail at the dinner, said a similar dinner would not go over in a city the size of San Jose.

"We can do this here," Plungy grinned. "And you notice the bartenders aren't carefully measuring out the drinks!"

Mayor Barbara Rogers praised the many persons who gave of their time to help make the 25th anniversary festivities a success.

At the back of the dinner hall, Dana L. Grover, head of Video Now Productions in Cupertino, stood by his video recorder showing persons the scenes he had recorded, the anniversary parade and Jollyman School children singing happy birthday to Cupertino.

Dancing was to the big band sound of the Sal Carson trio, paid for by Home Savings and Loan of Cupertino.

Chairman of the dinner was Joseph Adamo.

Cupertino's Florentine Restaurent catered the affair

The 42 high school bands that turned out for the 10th annual Cupertino Tournament of Bands Saturday were a spirited lot.

Heads up high, stepping gracefully as they blew on tubas and trumpets, the band members delighted the hundreds of Cupertinans who pulled up a chair on Stevens Creek Boulevard to enjoy the show.

The tournament, one of the most prestigious in the state, grossed $9,000, says Marilyn Miller, president of Tournament of Bands Inc.

The money will be dispersed to Fremont Union High School bands that are hurting for funding, Miller said.

While the daytime competition was well-attended, the evening halftime competition drew a capacity crowd to Cupertino High School stadium.

The parade sweepstakes went to Concord High School while Pleasanton's Foothill High — for the second year in a row — won in the halftime competition.

Being the hosts, the Cupertino High band performed but could not compete.

The parade winners:

SWEEPSTAKES: Concord High School, director, Jay Holland.

CLASS A: First, Armijo High School, Fairfield; second, Cordova High School, Rancho Cordova; third, Lodi High School, Lodi; fourth, Madera High School, Madera.

CLASS B: First, Concord High School, Concord; second, Saratoga High School, Saratoga; third, Capuchino High School, San Bruno; fourth, Amador Valley High School, Pleasanton.

CLASS C: First, Tracy High School, Tracy; second, Foothill High School, Pleasanton; third, Sunnyvale High School, Sunnyvale; fourth, Campolindo High School, Moraga.

CLASS D: First, San Benito High School, Hollister; second, East Union High School, Manteca; third, John F. Kennedy high School, Fremont; fourth, Newark High School, Newark.

CLASS E: San Lorenzo Valley High School, Felton; second, Dinuba High School, Dinuba; third, Pacific Grove High School, Pacific Grove; fourth, John Swett High School, Crockett.

DRUM MAJOR, MILITARY CLASS: First, David Long, Del Mar High School, San Jose; second, Mike Busch, Blackford High School, San Jose; third, Sandy Marshall, Prospect High School, Saratoga.

DRUM MAJOR, MACE CLASS: First, Ned Gelhaar, Capuchino High School; second, Telly McMillin, San Benito High School; third, Dan McGinty, Newark High School.

Gelhaar also was the Drum Major Sweepstakes winner.

Halftime winners:

Class 1: First, Cordova, Rancho Cordova; second, Fremont, Sunnyvale; third, Lodi, Lodi.

Class 2: First, Foothill, Pleasanton; second, Saratoga, Saratoga; third, Monta Vista, Cupertino.

Class 3: First, Sunnyvale, Sunnyvale; second, Mountain View, Mountain View; third, St. Francis, Mountain View.

Clockwise: A neatly lettered banner displayed during the evening halftime band competition; part of the Tournament of Bands crowd along Stevens Creek Boulevard; U.S. Navy Captain Robert Farrar saluting as a band marches by before him; Cupertinans Betsy Grund and her daughter Heather enjoying the marching; a proud band major; silver-hatted Lynbrook High School marchers; a Lynbrook musician at work; four poised members of the Monta Vista High School Marquesas drill team, from left: Kym Teltzer, Gwen Manildi, Kareen Hagenlocher and Fawn Adams.

Photos by Herman Bustamante Jr.

# Day of bands and fun in the sun

## 25th anniversary...

By Mike Myslinski

"Other cities don't seem to take the time to bother with this kind of thing," 41-year-old Mel Chaplin of Cupertino said, watching the parade from the curb on Stevens Creek Boulevard.

Kim Evans, a freshman at Cupertino High School, agreed. "It's good for the spirit," she said, shading her eyes as a school band marched by, cymbols clashing.

Saturday's parade, held to celebrate the city's 25th anniversary, brought similar comments from the hundreds of Cupertinans who stood or sat on the sidewalk and lawns to watch the sights in the morning sunshine.

Although temperatures were in the 90s, the parade and the old-fashioned carnival that followed it at Memorial Park were relatively well-attended.

Watching the parade, 14-year-old Mike Higgins of Cupertino didn't mind the heat. "It's worth it," he noted, "but I wished they had more bands."

Those hankering for a parade that features more bands will have a chance to whet their appetites Saturday when the Tournament of Bands commences at 11 a.m.

Entries in the parade were judged in many categories.

The Cupertino High band took first place among the bands entered, while the school's girls' drill team also took a first.

In baton competition, the Majestic Baton Corp of Sunnyvale came away with top prize, and best float award went to the Cupertino chapter of the Baha'is.

Mr. and Mrs. Robert Cravens won the equestrian competition for their riding.

And last but not least, the Sunnyvale Shrine Club Comics won the first place trophy in the "miscellaneous" category.

"It's cooling me off," giggled 17-year-old Katie Burton of Cupertino after someone tossed a ball that hit a board that dunked Burton in a hot tub filled with cool water at Memorial Park.

Burton was just one of the scores of youths who donated their time to run the game booths at the "Fun Time in the Park" event held Saturday afternoon.

Working a hot dog stand were De Anza-Vallco Optimist Club President Mike Reeder and John Laumann, vice president. Business was slow due to the heat, they agreed.

Reeder surveyed the laughing children and sun-drenched parents moving from booth to booth and liked what he saw happening at the carnival.

"It brings everybody together," Reeder said.

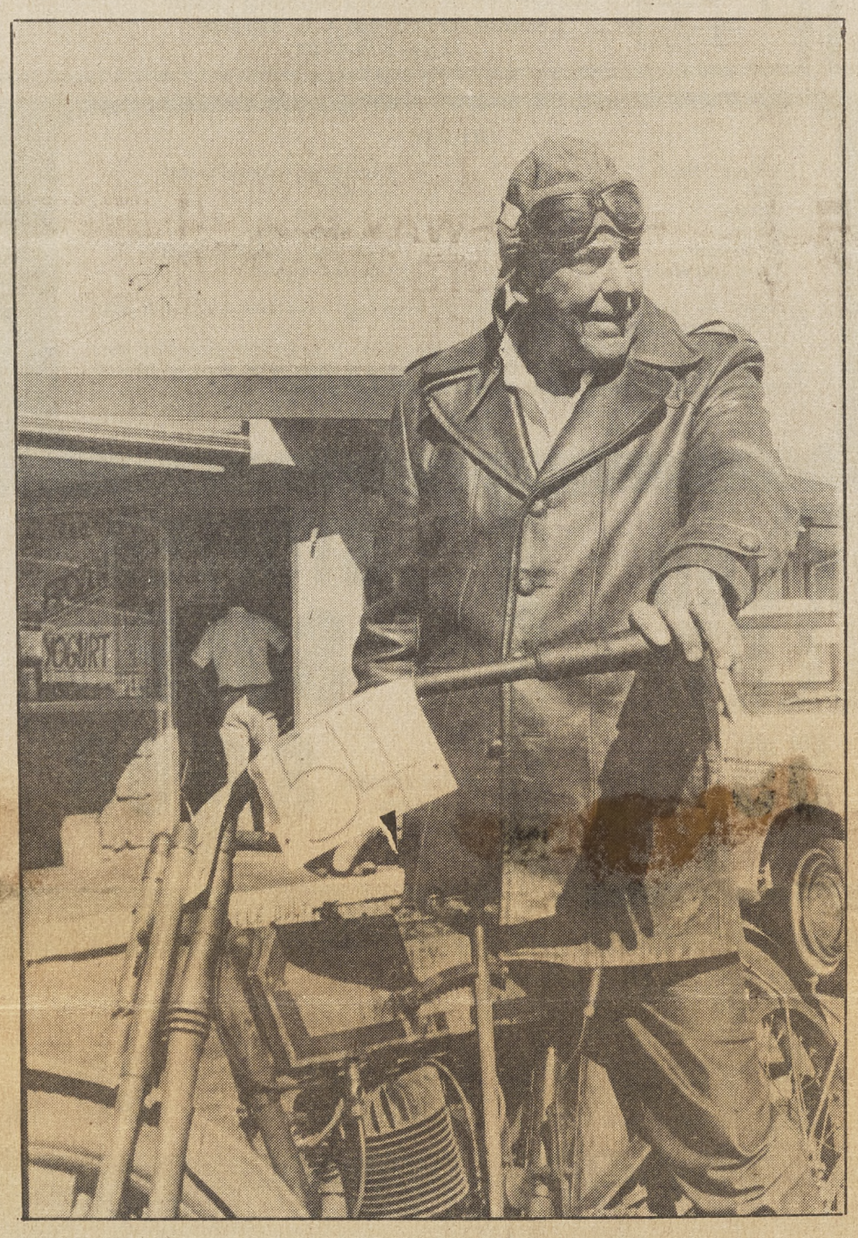
Selling watermelon and lemonade were members of the local Rolling Hills 4-H Club. The timing of the celebrations was just right, club director Lonnie Toensfeldt said, because Oct. 5-12 is National 4-H Week.

A hot item being sold by the 4-H folks: a 50-cent "Pepper Belly" made of chili and Frito corn chips.

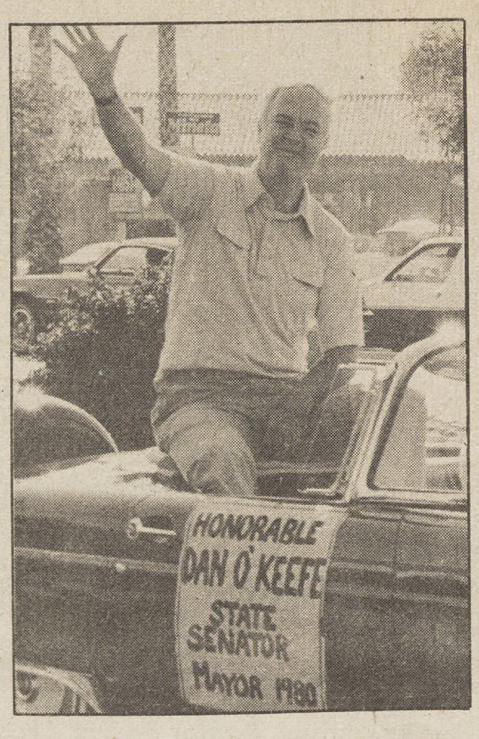
Sitting inside the air-conditioned Senior Community Center, city Parks Director Merle Butler, a little red-faced from the sun, relaxed.

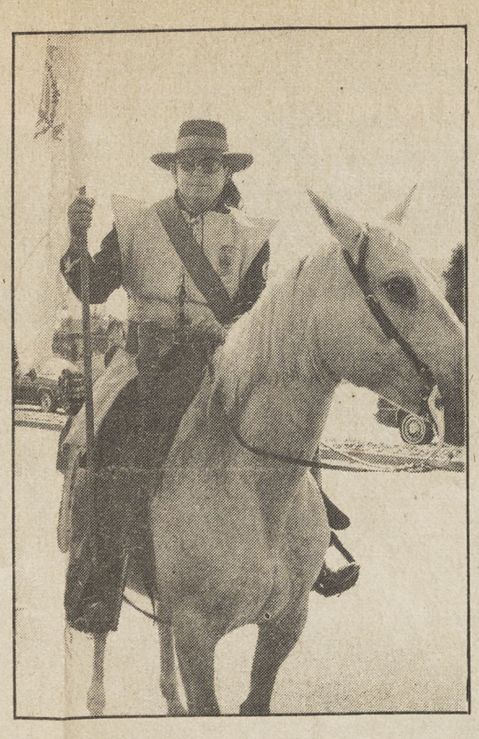
"I think the sun had something to do with that," Butler said of the moderate crowd outside.

He said food not sold Saturday will be saved and go on sale this Saturday during the big arts and crafts sale in the park.



Photos by Herman Bustamante Jr.





Clockwise: The award-winning Cupertino High School Band struts its stuff down Stevens Creek Boulevard; performers from the Cupertino Actors Studio Theater act out a scene from their upcoming production of "Godspell" at the Memorial Park amphitheater; Vallco employee Linda Rude, serving as Miss Time Capsule, presides over the dedication of the capsule before it is sealed this Saturday; a happy Miss Piggy; Joe Adamo, coordinator of the De Anza Trek Lancers Society; Mayor Barbara Rogers; state Senator Dan O'Keefe; Louis Paviso on his 1915 Harley-Davidson.

Cupertino Courier 10/8/80

Herman Bustamante Jr.

Ten-year-old Danica Deal of Cupertino strikes a proud pose beside the ducky she won Saturday at the city's Memorial Park carnival. Helping her win it at the horseshoe toss: her brother John, 7; Stacy and Jenny Kimura, ages 9 and 8. The T-shirt was optional.

# Art fair, 50 bands Saturday

## Festivities end with community dinner

The best is yet to come.

While many Cupertinans enjoyed the events held last weekend in honor of the city's 25th anniversary, a much larger turnout is expected this weekend for the big Tournament of Bands, art fair and community dinner.

Some 50 top high school marching bands will parade down Stevens Creek Boulevard Saturday in the 10th Annual Cupertino Tournament of Bands.

The 11 a.m. parade will head east from Vista Avenue, past the reviewing stand at Blaney, to Finch Avenue.

Sixteen bands will be featured during award ceremonies at 6:30 p.m. Saturday on the Cupertino High School athletic grounds.

*See anniversary photos, page 3.*

Admission for the evening performance is $3 for reserved seats, $2 for general admission and $1 for students.

Proceeds go to the high school bands in the Fremont Union High School District. The tournament board has presented nearly $20,000 to the district in the past 10 years, according to Marilyn Miller, president of the non-profit group.

Call 253-4424 for more details about the tournament.

Cupertino Fine Arts League and the city's Parks and Recreation Department have worked together to bring you the third annual "Art in the Park" show at Memorial Park. It will run from 10 a.m. to 4 p.m. Saturday and Sunday.

A special historical division in the show will exhibit works depicting Cupertino as it looked a few decades ago. Artists in this division will be judged and the winners announced at 2 p.m. Sunday at the Memorial Park amphitheater.

The art fair is the result of hard work by many, but especially William Pfann, Cupertino Fine Arts League president; Margarita Roth,

(Continued On Back Page)

Showing works on sale at Memorial Park Saturday are, from left, Margarita Roth holding "Wilderness Spring," Esther Dolby with "Stevens Creek Road" and Cupertino Fine Arts League President William Pfann with "Duck Island."

# Art fair, Tournament of Bands Saturday

(Continued From Page 1)

vice president, and exhibit chairperson Esther Dolby.

You are invited at noon Sunday to attend a concert of "baroque chamber music" at the Memorial Park gazebo. Performers are Cheryl Fippen on cello; Carole Potter, flute, and Joanne Tanner playing violin.

Tanner moved to Cupertino recently from New York, where she performed with the New York City Ballet Orchestra, the American Symphony, and in chamber music recitals at Carnegie Hall and Lincoln Center.

Local artists will sell and exhibit works in a variety of divisions during the two-day art fair, including oils, acrylics, water colors and mixed media.

Some of the proceeds from the fair will go to scholarships for local high school and college art students.

On Friday, the day, 25 years ago, that Cupertino officially became a city, a presentation (with lunch) in Cupertino's future will be held from noon to 1:30 p.m. at the De Anza College History Center. Cost is $5.

Ending eight days of activities will be the Community Anniversary Dinner at 6 p.m. Sunday at St. Joseph's Church. Cupertino service groups are selling tickets to the dinner.

For more information about the dinner tickets or any of the anniversary events, you can call the Cupertino Parks and Recreation Department at 253-2060.

# Day of bands an

# Comment

## Cupertino's silve

For Cupertino, 13 is a lucky number.

Twenty-five years ago this Friday, Cupertin became the 13th city in Santa Clara County.

The city's silver anniversary is a good time pause and reflect on the changes that have shap Cupertino since that Oct. 10 in 1955; the annive sary also makes us wonder what the future hold and whether the city's community spirit will r main intact.

We think it will.

Since 1952, the Courier has grown with Cupe tino, watched the orchards fall and the tra homes sprout, seen City Councils come and g Despite significant changes in the Cupertino lan

## Our readers write

### Sister city wishes Cuperti

Editor's note: A copy of the following letter from t mayor of Cupertino's Japanese sister city was sent the Courier for publication.

DEAR MAYOR BARBARA ROGERS AND THE CITIZENS OF CUPERTINO:

I am very happy to have a chance to send you message of congratulations to your city for its 2 anniversary celebration.

You have a favorable situation and highly develop culture, education and industry. You have citizens humane character.

We, Toyokawa citizens, are very proud of you a believe that we have joined hands with one of the m

JIM'S PLACE PIZZA, ETC.
Bring A F
2
B
A
Offer good
(We
JIM'S P
12175 Sunnyv
25

RACE STREE
FISH and
POULTRY
Ad for Week of October 8th thru Oc
ABALONE STYLE
SQUID STEAK
$2.99 lb.
(by th
5 lb b
$13.9

Cupertino Courier
A Meredith Newspaper
Published every Wednesday at 10950 North Blaney Avenue, Cupertino, California 95014. Phone 255-7500.
Circulation: 255-9570
— Member —
California Newspaper Publishers Association, Inc.
Represented Nationally by
U.S. SUBURBAN PRESS, INC.
Entered as Second Class mail under Act of March 2, 1897, at the U.S. Post Office, Cupertino, California. Adjudicated a legal newspaper of general circulation by Superior Court in Santa Clara County, Decree 100,637. Second Class postage paid at Cupertino, California.
Publisher: Roy Boody
Assistant Publisher: Patrick Brown
Ad Director: Kitty Vance
Managing Editor: Robert Hilliard
Assistant to the Managing Editor: Iver Davidson
Editor: Mike Mysliński
Staff Photographers: Amy Huntoon, Dan Honda
Sports: Dick Sparrer, Editor
Circulation Director: Richard Svani
Advertising Manager: Ken Manning
Subscription Rates: $9.00 a year by carrier. 75¢ a month by carrier. $12.00 a year by mail.
USPS 140120
Meredith CORPORATION
VERIFIED AUDIT CIRCULATION
©Copyright Meredith Corporation, 1980
All Rights Reserved

OPEN DAILY 9 TO 6 CLOSED SUNDAYS
FOOD STAMPS Welcome!
LOS ALTOS
948-7497
El Camino Real At San Antonio Road Across From Sears
WE WILL BE CLOSED OCTOBER 13, COLUMBUS DAY
ER OF A CENTURY
EY MEAT 98¢ lb.
San Jose 287-6280
San Jose
San Jose 371 1300
255-6030

Cup. Courier 10/8/80

Herman Bustamante Jr.

Ten-year-old Danica Deal of Cupertino strikes a proud pose beside the ducky she won Saturday at the city's Memorial Park carnival. Helping her win it at the horseshoe toss: her brother John, 7; Stacy and Jenny Kimura, ages 9 and 8. The T-shirt was optional.

# Art fair, 50 bands Saturday

## Festivities end with community dinner

The best is yet to come.

While many Cupertinans enjoyed

Call 253-4424 for more details about the tournament.

Cupertino Fine Arts League and the city's Parks and Recreation Department have worked together to bring you the third annual "Art in the Park" show at Memorial Park. It will run from 10 a.m. to 4 p.m. Saturday and Sunday.

A special historical division in the show will exhibit works depicting Cupertino as it looked a few decades ago. Artists in this division will be judged and the winners announced at 2 p.m. Sunday at the Memorial Park amphitheater.

The art fair is the result of hard work by many, but especially William Pfann, Cupertino Fine Arts League president; Margarita Roth,

(Continued On Back Page)

Amy Huntoon

Showing works on sale at Memorial Park Saturday are, from left, Margarita Roth holding "Wilderness Spring," Esther Dolby with "Stevens Creek Road" and Cupertino Fine Arts League President William Pfann with "Duck Island."

# Art fair, Tournament of Bands Saturday

(Continued From Page 1)

vice president, and exhibit chairperson Esther Dolby.

You are invited at noon Sunday to attend a concert of "baroque chamber music" at the Memorial Park gazebo. Performers are Cheryl Fippen on cello; Carole Potter, flute, and Joanne Tanner playing violin.

Tanner moved to Cupertino recently from New York, where she performed with the New York City Ballet Orchestra, the American Symphony, and in chamber music recitals at Carnegie Hall and Lincoln Center.

Local artists will sell and exhibit works in a variety of divisions during the two-day art fair, including oils, acrylics, water colors and mixed media.

Some of the proceeds from the fair will go to scholarships for local high school and college art students.

On Friday, the day, 25 years ago, that Cupertino officially became a city, a presentation (with lunch) in Cupertino's future will be held from noon to 1:30 p.m. at the De Anza College History Center. Cost is $5.

Ending eight days of activities will be the Community Anniversary Dinner at 6 p.m. Sunday at St. Joseph's Church. Cupertino service groups are selling tickets to the dinner.

For more information about the dinner tickets or any of the anniversary events, you can call the Cupertino Parks and Recreation Department at 253-2060.

# ...mment

## ...pertino's silver anniversary is a time to pause and reflect

...no, 13 is a lucky number.
...-five years ago this Friday, Cupertino ... 13th city in Santa Clara County.
...city's silver anniversary is a good time to ... and reflect on the changes that have shaped ... since that Oct. 10 in 1955; the anniver... also makes us wonder what the future holds, ...ther the city's community spirit will re...
...t.
...think it will.
...Since 1952, the Courier has grown with Cuper... watched the orchards fall and the tract ... sprout, seen City Councils come and go. ...ite significant changes in the Cupertino land...

scape, we get the feeling that many residents still have a sense of community spirit, and that the spirit will endure.

You can gauge this spirit by looking at the crowds which have turned out for the various 25th anniversary activities, and by understanding how much time and pride citizens put into planning the events.

Much has been accomplished, but much remains to be done. Questions remain:

- What will become of the 50 acres in the heart of Cupertino across from city hall?
- On the small parcels of land scattered throughout town, what densities will be allowed, and what priority will neighbors' rights be given?
- Who will determine the fate of the Route 85 corridor, the state, council or Cupertinans at the polls?
- Will it be wise in coming years to annex more of West San Jose, perhaps up to Lawrence Expressway?

Many more questions remain, but at least Cupertino residents have continued to ask their own, speaking out at city hall for their visions of what Cupertino should be.

Stepping back from the problems facing the city, we see a lot to be proud of: the award-winning Vallco Fashion Park; the beauty of De Anza College, its array of fascinating courses and its Flint Center; some of the best parks in the county; responsive city officials; a $600,000 Senior Community Center; fine restaurants and a well-stocked city library.

Some of the companies that put Silicon Valley on the map are based in Cupertino. The city's elementary and high schools seem to be run by caring administrators fighting for students and funding in this post-Proposition 13 era.

There are still hints of Cupertino's rural past. Bits of orchards fenced in by tract-home backyards. The foothills at dawn after a good rain. The view looking down toward town from Stevens Creek Reservoir. Towering oaks here and there.

While there is room for improvement and better planning, there is plenty to enjoy, a fact we believe each of the 37,000 or so Cupertinans will gladly admit at one time or another.

# ...r readers write

## ...r city wishes Cupertino a prosperous, happy 25th

...: A copy of the following letter from the ...rtino's Japanese sister city was sent to ... for publication.

...OR BARBARA ROGERS AND
...EN'S OF CUPERTINO:
...happy to have a chance to send you a ... congratulations to your city for its 25th ... celebration.
...have a favorable situation and highly developed ...on and industry. You have citizens of ...racter.
...kawa citizens, are very proud of you and ... have joined hands with one of the most wonderful cities in the world. I admire all of you and your ancestors who have brought the city of Cupertino up to the present stage by overcoming the hardships and praise highly your successful job.

It is very thoughtful of you to exhibit the gifts from our city to the citizens of Cupertino during the period of celebration. I think it helps for the citizens to understand more of our sister city relationship.

I congratulate you on the 25th anniversary of your city on behalf of the entire citizens of Toyokawa and wish you all good health and great prosperity.

Yoshio Yamamoto
Mayor of Toyokawa

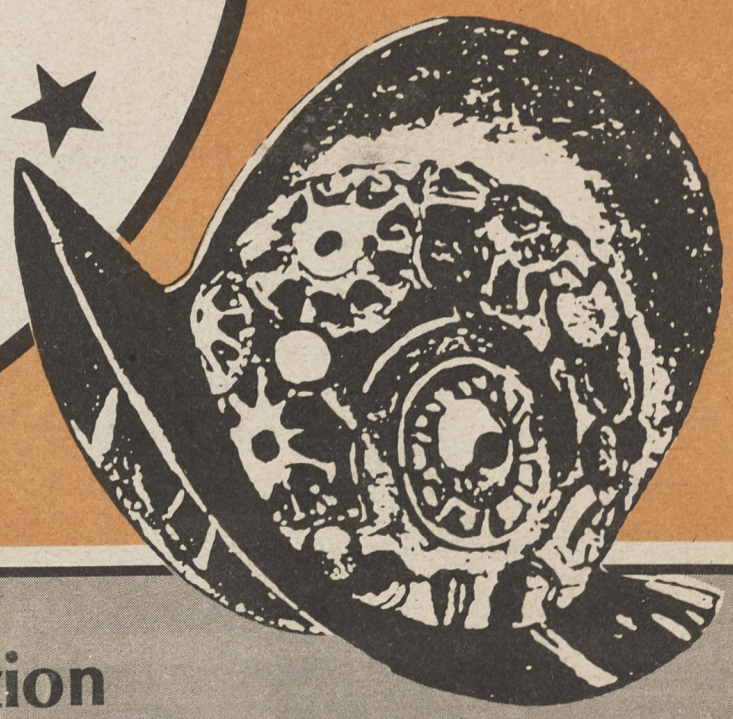
# City of CUPERTINO

# PROGRESS EDITION

Wednesday Oct. 8, 1980

25 ANNIVERSARY

1955 - 1980

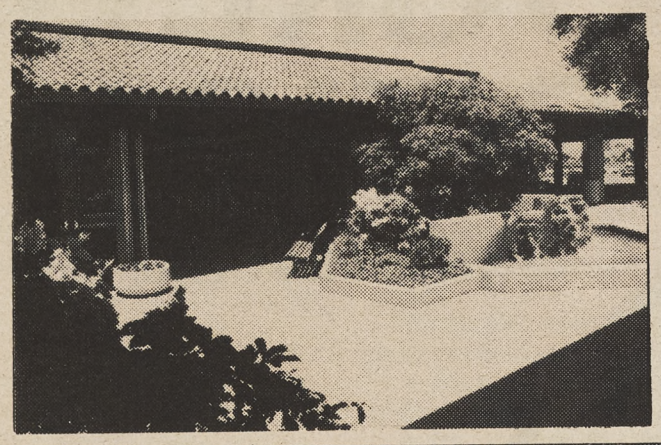


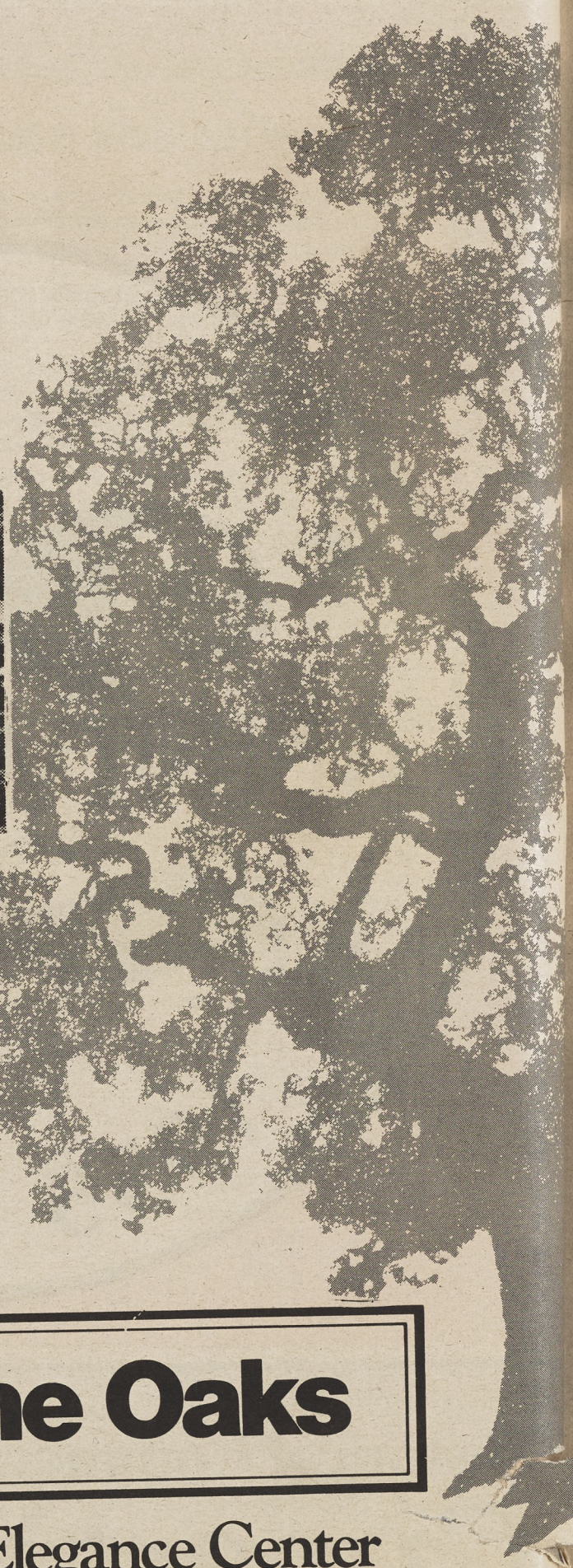
Historical Commemorative Edition

# Cupertino Courier

Meredith Newspapers

# A PLACE APART





**The Oaks**

The Elegance Center

STEVENS CREEK BLVD. — ACROSS FROM DE ANZA COLLEGE — CUPERTIN

# Perspective: looking back 25 years and beyond

Most of us worry so much about the present and the future that we seldom think about the past.

A silver anniversary is a proper time to do so and these old photos make the task easy.

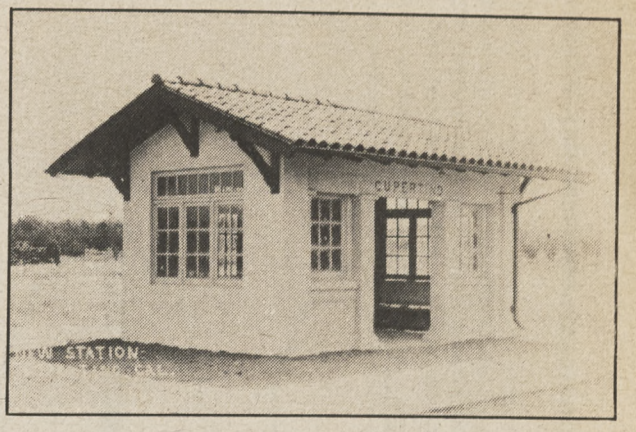
Going clockwise, we look out from the foothills around the turn of the century and see the groves of orchards destined to become Cupertino in a few short decades.

Next, the Cupertino Store in 1920 on a day when business must have been brisk, judging from the traffic. Located across from what is now the Crossroads Shopping Center, this store did well partly because there wasn't a "major" one like it anywhere nearby.

From 1905 to 1933 or so, the old Inter-Urban Railroad ran through the Cupertino area, stopping at the crisp little station shown here in 1915.

Like many of the impressive aspects about Cupertino, the current city hall complex had humble beginnings in this little office next to a beauty shop off De Anza Boulevard.

Finally, we see Samuel Lydiard hauling dry fruit around 1900 from his fruit shed along Homestead Road, about the spot where Payless is today.




Photos courtesy of De Anza College History Center

## Courier salutes Cupertino on its 25th

The Courier is proud to add to the festivity surrounding Cupertino's 25th anniversary with this special edition.

Inside you'll find articles that give some perspective to this community, how and why it was born, what it was like living here before "semiconductor" became a household word in Santa Clara County.

City Historian Louis Stocklmeir tells how Cupertino, although a mere 25 years old, has roots that go back more than 200 years; he explains, too, what the word "Cupertino" means.

In one respect, it means children, and in a special report, Cupertino Union School District Superintendent W. Roberts Pedrick offers a thorough analysis of the future of education in this area.

Also of note is a story tracing the events that led up to incorporation as a city and telling how close you came to being part of San Jose, Santa Clara, Sunnyvale or Los Altos.

Fiscally, Cupertino is in good shape. There is a lot to like about the community: the green hills, stimulating speakers at Flint Center, pleasurable shopping in smart malls such as Vallco Fashion Park.

There is change on the horizon, as there always will be, and the Courier hopes to be there in years to come to record and experience it with you.

Mike Myslinski

From the editor

# Annexation war spurred drive for cityhood

On Oct. 10, 1955, the State of California issued Cupertino a general law city certificate, establishing it as Santa Clara county's 13th city.

Neither tea parties nor river-crossings preceded the announcement, and no one ratified a constitution afterward, but in a very real sense, a Revolutionary War had been waged and won.

The battle cry was not "The Redcoats are coming, the Redcoats are coming," but rather, "Sunnyvale is coming, San Jose is coming."

Call it "annexation versus incorporation."

The battle began on Tuesday, Feb. 16, 1954, when the Cupertino-Monta Vista Improvement Association filed an intent to incorporate with the county boundaries commission.

The association, a group of local landowners who had been instrumental in the formation of both school and sanitation districts for the area, was to play the key role in incorporation. But the group wasn't really moving in earnest — yet. The intent to incorporate was actually an attempt to delay Sunnyvale's proposed annexation of 240 acres on both sides of Wright avenue, south of Fremont road.

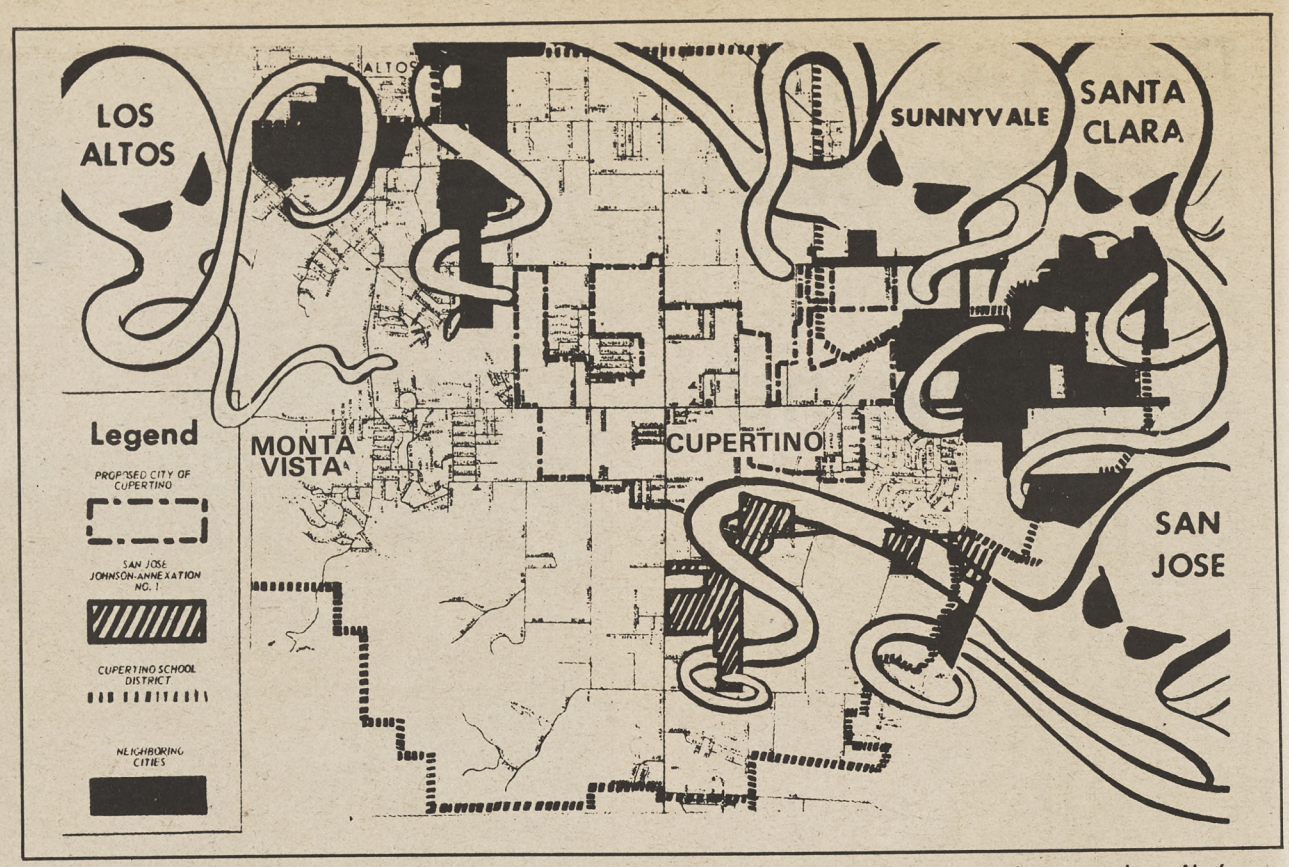
The Wright annexation was the latest in a series of moves seemingly designed to carve Cupertino into slices of "bedroom community" for the work forces of Sunnyvale, San Jose and Santa Clara.

Cupertino area residents, however, didn't perceive the stalling tactic represented by the intent to incorporate. Instead, according to improvement association president Don Hartman, the group was deluged with phone calls from people who favored incorporation — now. The association's board of directors, pleasantly surprised, met on Feb. 23 and agreed to form a committee to study incorporation.

On March 2, the Cupertino Area Citizens Fact-Finding Committee was born. Ivan Meyerholz was named chairman and the committee was given power to hire the Coro Foundation of San Francisco to do a survey of incorporation costs.

While the Coro Foundation set to work, the fact-finding committee conducted a series of meetings with officials from Sunnyvale, San Jose and Campbell to consider alternatives. Norman Nathanson was elected president of the improvement association on April 13 and two weeks later, the committee voted

(Continued on Page 6)




Recognizing the need to get out the word about the need for Cupertino to incorporate into a city, the Courier, in 1955, published this editorial cartoon showing nearby city's anxious to get a piece of this community's land.

Cupertino Crossroads,
where it all began.
Happy 25th
Anniversary.

Aqua Design Tropical Fish • B. Dalton Booksellers (Open Soon) • Bottom Line Footware • Buy The Ounce Jewelers • Crocker Bank • Golden Horn Restaurant & Lounge • House of Large Sizes • Huston's Gifts & Cards • Jerry's Pants & Things • Loral Wigs & Boutique • Marie Callender Mervyn's Department Store • Montgomery Place Hair Care • Morris Fabrics • Pablo's Mexican Food (Open Soon) • Paper Doll Fashions Payless Shoe Source • Pier 1 Imports • Scotty's Cleaners • Sofa Bed Ltd. • Straw Hat Pizza • Sun 'N Soil Natural Foods & Restaurant • Trend O' Fashion

CUPERTINO
CROSSROADS
SHOPPING•CENTER

The Mervyn's Center, moments from Interstate 280 & Highway 85, at Stevens Creek & De Anza Boulevards.

# Congratulations to our CITY OF CUPERTINO on its 25th ANNIVERSARY

## FROM THE MEMBERS OF THE CUPERTINO CHAMBER OF COMMERCE


*President*
**Spiro Rafalovich***
Retired, Postal Service
*Vice President – Business Development*
**Walt Petersen***
Dynamic Travel Consultants
*Vice President – Community Relations*
**Bob Rockett***
Northern California Savings & Loan
*Vice President – Government Relations*
**Burrel Leonard***
Vallco Park
*Vice President – Education*
**Bill Guengerich***
Measurex Corp.
*Secretary-Treasurer*
*Vice President – Budget & Finance*
**Bill Larkin***
Bank of America
*Chairman of the Board*
**Juanita McLaren***
Realtor
*Executive Director*
**Frank Mulkern**
*Executive Secretary*
**Bonnie Maietta**
*Directors*
**Ron Becker,** *McNary Wood Associates, Inc.*
**Carol Bacich,** *Home Savings & Loan*
**Bill Carlson,** *Florentine Restaurant*
**John Corcoran,** *Hewlett-Packard General Systems Division*
**Don Hogan,** *De Anza College*
**Linda Hugger,** *Hugger Interiors*
**Minnie Lee,** *China House Restaurant*
**Thomas Legan,** *Kaiser Cement*
**Richard J.Muddigan,** *Attorney*
**Bill McPhee,** *Keys & McPhee & Lang Insurance*
**Charles Newman,** *Vallco Park*
**Tom Sakamoto,** *Sumitomo Bank of Calif.*

**Executive Committee*

**Members**

"A" Tool Shed Rentals
AAA Ambulance Co.
A.B. Termite Control
A Clean Well Lighted Place For Books
Alco Paramount Electronic Corp.
Alicia's
All American Pharmacy
Allario Appliance
Allied Medical Laboratories
Allstate Globe Travel
Allstate Realtors – Glen Rupp
Allstate Realtors H & H – Connie Briggs
Alpha Beta Market
American Realty
American Savings & Loan
Ampex Corp.
Anthony's Pier 9, Inc.
Any Mountain, Ltd.
Apple Computer, Inc.
Dr. Donald Araldi, (Orthodontist)
Aramex International, Inc.
Aromat Corporation
A T C Services
A & W Rootbeer
Azuma Japanese Cuisine
Bank of America – Cupertino
Bank of America – Saratoga Plaza
Bank of the West – Bollinger Road
Bank of the West – Vallco Village
Barclay Maps
Barclays Bank – Cupertino
Barclays Bank – Les Pavillons
Bay Area Chem Tech Termite & Pest Control
Dr. George Befu , (Orthodontist)
Better Homes Realty
Mel Bieghler Painting & Decorating
Binneweg Development Co. Inc.
BiOptic Company
Birr Wilson & Co.
J.A. Bitter, Accountant
Blackberry Farm
The Blue Pheasant
Bob's Big Boy Restaurant
Bonsai Nursery
Britta's Answering Service
Brunswick-Homestead Lanes
Bullock's
California Canadian Bank
California Land Title Co.
California Water Service
Carlos' (Mobil) Service
Carl's Jr. Restaurant
Century 21 Lad Realty, Inc.
Century 21 (Real Estate) Carney Assoc.
China House Restaurant
Cicero's Pizza
Civic Federal Savings & Loan
Civic Investments
C L & L Realty
Clark's Auto Parts & Machine Shop
Classic Properties
Clean Scene Auto Wash
Coast Federal Savings & Loan
Coco's Restaurant
Cornish & Carey
Craddock's Coins & Supplies
Crocker National Bank
Cupertino Animal Hospital
Cupertino Courier
Cupertino Crossroads Center
Cupertino Education Association
Cupertino Electric
Cupertino Emergency Medical Clinic, Inc.
Cupertino Foster Freeze
Cupertino Nursery, Inc.
Cupertino Office Equipment Co.
Cupertino Straw Hat Pizza
Cupertino Town Center
Custom Interiors by E'Laine
Cypress Cleaners
De Anza College Campus Center
De Anza Graphics, Inc.
De Anza Lumber
De Anza Mobil Service
De Anza Racquet Club
Deaton & Novak Acc'tncy Corp.
Deep Cliff Golf Course
J. Robert Dempster, Attorney
Diamond Quality Printing
The Do-Nut Wheel
Downey Savings & Loan
Dynamic Travel Consultants
El Torito Restaurant
ERA Ralph Arent, Realtor
John O. Everson, CPA
Far West Savings & Loan
Farwestern Publications
Fidelity Federal Savings & Loan
FinanceAmerica
Dr. Michael Fink (Oral Surgeon)
First American Title Guaranty Co.
First Place
Florentine Restaurant
Four-Phase Systems
James A. Frost, Attorney
Futura Printers
Gaghasso Trucking Co.
Gap Roofing Co.
Gemco
General Telephone Directory Co.
Gifts Unique
Glenbrook Apartments
Golden Horn Restaurant
Golden State Title Co.
Good Earth Restaurant
Goodyear Tire & Rubber Co.
Great Western Savings & Loan
The Green Sod Broker
Gunn-Miller Co.
Tom L. Hall C.P.A.
Haller Lumber Co.
Paul D. Hancock C.P.A.
Dr. Arnold Henderson, DDS
Hewlett-Packard Co. General Systems Division
Jack Hirshon, Attorney
Hoffman, Hancock Co.
Terry B. Hoffman C.P.A.
Carl Holvick Co.
Home Federal S & L of San Diego
Home Insulation Co.
Home Savings & Loan
Homestore
Houlihan's Old Place
Hugger Interiors
Ice Capades Chalet
Insurance Service Center
Interlec Co.
Intersil, Inc.
Dr. Gordon Iwanaga, DDS
James Jackson, Attorney
Jackson, Donovan, Brogdon and Rudd
Dr. Ronald Joelson, Optometrist
J. Cyril Johnson Investment Corp.
Johnson's Cupertino Florist
Elizabeth Johnson, D.D.S.
Johnson's TV Service
K-Mart
Kaiser Aluminum & Chemical Corp.
Kaiser Cement Corp.
Kentucky Fried Chicken
Key Chevrolet Co.
Key's to Color, Inc.
Keys, McPhee & Lang – Insurance
La Boheme Cellar
Maurice F. LaBrie, Pub. Acct.
Landmark Properties
Larry Hopkins Pontiac/Honda
Dr. Alan Lasnover (OB & GYN)
Litronix, Inc.
Loc-N-Store Management Corp.
Longs Drug Store
Los Altos Garbage
Loth's Moving & Storage, Inc.
Dr. Ludwig, DDS
Richard J. Maddigan, Attorney
Dr. Jim Maeno, DDS
I. Magnin
Marchant Travel Service
Paul A. Mariani Co.
Mariani's Motel & Restaurant
Mark Thomas & Co.
McDonald's Restaurant-Sara-Sun Rd.
McDonald's Restaurant-Stelling Rd.
Juanita McLaren, Realtor
McNary Wood Insurance Assoc. Inc.
McWhorter's of Cupertino
Measurex Corp.
Mercury Savings & Loan
Mervyn's
Mike's Bike Shop
Monson's Market
Monta Vista Cycles
Monta Vista Market
Monta Vista True Value Hardware
Morris Fabrics
Newcomer Guide to Cupertino
Nite Kap
Nor-Cal J-B Distributing Co., Inc.
Northern California Savings & Loan
The Oaks Shopping Center
Oaks 3 Theatres
Oakwood Garden Apartments
Pacific Gas & Elec.
Pacific Steamer Restaurant
Pacific Telephone
Pacific Valley Bank
John G. Parham Realty & Development
Paul & Eddie's Monta Vista Inn
Payless Drugs
Paul Masson Winery
J. C. Penney Co.
Peppermill Inc.
People Greeters-Advertising Specialties
Photo Drive Up
Dr. Richard Popejoy, DDS
PRX – Public Relations
Rainier Credit
Rajna's Cookie Jar Bakery
Red Coach Restaurant
Redwood Investment Co.
Re/Max-Cupertino
Ridge Vineyards
Rikei Corp. of America
Robert's Tailoring
Safeway Stores, Inc.
Dr. Kenneth Sakoda (Optometrist)
Sambo's Restaurant
Dr. John Sanders, D.C.
Sandpiper Restaurant
Sav-on Drugs
Sears-Roebuck Co.
Security Pacific National Bank
See's Candies
Senor Pepe's Mexican Restaurant
S & H Promotional Services
Shear Madness Hair Design
The Shire
Shoe Fair
C. J. Simms Co.
Frederick J. Smith C.P.A.
Smythe European Cars
Snelling & Snelling-Cupertino Agency
Sobrato Development Inc.
State Farm Ins. – Reed Sparks
State Farm Ins. – Dennis Whittaker
Stevens Creek Office Center
Stocklmeir, Inc. (Insurance)
Suburban House - Drexel Heritage
Sumitomo Bank of California
Sunnyvale Medical Clinic, Inc.
Sunny View Manor
Paul Swanson, Ford
Swensen's Ice Cream Factory
Taco Bell
Tandem Computers, Inc.
Timex Corporation
Title Insurance & Trust
Top Fashion Furniture
Town & Country Dulicating
Travel Counselors
United Auto Parts
United California Bank
U.S. Finance Consultants
Vallco AMTEN Tennis Center
Vallco Fashion Park Management
Vallco Park
Vallco Village
Valley Journal
Valley Title Co.
V.I.P. Realtors, Inc.
Gene Wallace Lighting Studio
Wallbanger's Court Center
Cecil W. Webb D.D.S.
Dr. Harry Waisblatt, Chiropractic Physician
Wells Fargo Bank - Cupertino
Wells Fargo Bank - Vallco Park
Western Catering
Westridge Florists
Wheelwright's Custom Cleaning
P. Brien Wilson, Michael Field, Attorneys
Zales
Zilog, Inc.

**Honorary Members**

Mayor – Barbara Rogers
Robert W. Quinlan, City Mgr.

**Associate Members**

Marie Akin
Alerc - A Law Enforcement Training Foundation
American Legion Post #642
Evelyn Bachelor
Brian Beer
California History Center Foundation
Alvin Carter
Mary Cole
Ray Crump
Sandy Cuenca
Jan DeCarli
Dale Deselms
Joe Dumont
Lloyd Ebert
George Fernandez
First Presbyterian Church-Santa Clara
Good Samaritan United Methodist Church
Keith Irwin
Will Lester
Angelo Lillo
Dorothy S. Lyddon
Oscar Madfes, O.D.
Dick & Helen Mancini
S. Nick Massey
Tim Mehlhoff
Robert W. Meyers
Joseph A. Moriarty
Deborah Nobel
Dan O'Keefe
Patty Peterson
Carole Poe
Edward R. Prowse
Warren E. Racine
Spiro Rafalovich
Galen Ricketts
Jack Roper, Supt.
Fred Soares, DDS
Janine Stark
Gary Teasdale
Judge Mark Thomas, Jr.
Chuch Thompson
Judge Miriam Wolff
YMCA

Cupertino Chamber of Commerce

# Cupertino CHAMBER OF COMMERCE

P.O. BOX "G" CUPERTINO, CALIF. 95015 252-7054

# Monta Vistans almost killed cityhood drive

(Continued from Page 4)

to circulate questionnaires to Cupertino area residents in an effort to sample opinion and supplement the Coro report, slated to be delivered in June.

The Coro report was delayed several weeks. The fact-finding committee finally received it in mid-July and scheduled a public meeting to summarize the findings. More than 120 people gathered at Cupertino Union school on July 27, and the committee presented four alternatives:

• Do nothing, permitting piecemeal annexation by neighboring cities.

• Obtain most city-like services by forming (a) community services district or (b) county service area.

• Incorporate.

• Voluntarily become annexed to another city.

The Association chose the third alternative and, in a meeting on Oct. 12 at Collins school, voted unanimously to circulate incorporation petitions among Cupertino-Monta Vista residents. Hartman and Warner Wilson were appointed by Nathanson as co-chairmen of a committee to organize the petition drive.

Neighboring cities, originally seeming eager to annex Cupertino as a whole, "are getting coy all of a sudden," said Nathanson. "They would like to take Cupertino piece by piece — nibble, nibble."

A week later, Monta Vistans threw a wrench into the incorporation plans. A letter written by Chester Damico Jr. of the Monta Vista Water Co. stated Monta Vista wanted to preserve its rural environment and its own identity and would not consider joining the incorporation. Within two weeks, Damico had a petition signed by 225 Monta Vista residents expressing a desire to remain unincorporated.

Prospects dimmed again with the coming of the new year. The committee to circulate petitions returned to the improvement association claiming it was impossible to complete the petition project in the "Greater Cupertino" area the group was seeking to incorporate. The association voted "to investigate and analyze" incorporation on a smaller scale and Nathanson asked Wilson and Don Bandley to co-chair a new incorporation committee.

On Tuesday, Feb. 1, Cupertino residents were dealt a stunning blow. During a meeting of the Chamber of Commerce, it was revealed that San Jose had plans to erect signs reading "Cupertino District of the City of San Jose" at the intersection of Doyle road and Stevens Creek boulevard. At the same meeting, it was revealed that Santa Clara and San Jose were planning to make Stevens Creek their mutual boundary lines for future annexations.

Spurred by the new revelations and bolstered by an announcement that the new city's tax rates would be only a fraction of those of surrounding cities, the incorporation committee set to work with renewed vigor. By late March, the incorporation committee had issued its final report and the improvement association filed a map with the county boundaries commission and began taking the necessary steps to bring the issue before the voters.

On April 4, the Monday before Easter, the boundaries commission approved the map of the proposed city and the improvement association began circulating petitions once again. Within 10 days, the Chamber of Commerce had endorsed the city incorporation movement by a unanimous vote of the board of directors.

Things were moving fast now. The association submitted its petitions in May. The county board of supervisors accepted them in June and set public hearings for July. During the hearings, the board agreed to trim proposed boundary lines to meet the requests of several property owners who didn't favor incorporation and set an election to decide the issue for Sept. 27.

The improvement association waged a furious campaign through the late summer, but neighboring

(Continued on Page 7)

FASHION SPECIALISTS FOR WOMEN WHO WEAR LARGER OR HALF SIZES

HOUSE OF LARGE SIZES

38-52 14½-32½

SALE! Mr. Alex Active SportSet COORDINATES!!

and the group is ours exclusively

Reg. $24 pants, Short-avg. . 11.99

Reg. $30 shirt . . . . . 14.99

Reg. $50 sport jacket . . . 24.99

Reg. $34 knit top . . . . . 16.99

Reg. $30 Top, quilted . . . . . 14.99

Reg. $26 print blouse . . . 12.99

(Other styles not shown)

50% OFF

Here's the vim, vigor and vitality group for football games, around the track or just plain shopping! They're in carefree polyester in Action Blue, Olympic White or Orange Plus! Tops in sizes 36-46; bottoms, 30 to 40.

WOODSIDE PLAZA
Redwood City
364-8772
Mon., Tues., Sat. 10-6
Wed.-Fri. 10-9
Sun. 12-5

MAYFIELD MALL
Mtn. View
969-0425
Mon. thru Fri. 10 to 9
Sat. 10 to 6
Sun. 12 to 5

CUPERTINO CROSSROADS
Cupertino
257-0230
Mon. thru Fri. 10 to 9
Sat. 10 to 6
Sun. 12 to 5

BANKAMERICARD
master charge

## Important telephone numbers

Phone numbers important for Cupertino residents to know are as follows:

• Central fire district: 293-1323 for emergencies; 378-4010 for business calls.

• City hall: 252-4505, specify department.

• City library: 253-6212.

• Animal control: 279-6100 to have strays picked up; 279-6075, information and licensing; 286-3016, neuter clinic.

• Garbage: 961-8040.

• Sheriff: 294-1334.

• Cupertino Sanitary District: 253-7071; from 5 p.m. to 8 a.m. and on weekends and holidays, call 299-2507.

• Senior Citizen Center: 253-2098.

• Water utility service: 252-4505.

• Cupertino Courier: 255-7500.

*Corridor is 'dead,' Viskovich says*

# Traffic study alarms residents

by Mike Myslinski

A few years after Cupertino became a city in 1955, the state drew up plans for an 18-mile freeway that would traverse the western side of Santa Clara Valley.

Twenty-three years later, the freeway is still on the drawing boards and Cupertino is getting tired of waiting around for the state to finish Route 85. At least Public Works Director Bert Viskovich is.

"Let's face it, these are some major changes," Viskovich said of the options city staff have come up with recently regarding 85.

The options were drawn up after a Viskovich traffic study, completed recently, showed that only about 20 percent of the city's traffic is generated by commuters.

Therefore, Viskovich concluded that a major road in the Route 85 corridor is not needed.

The corridor begins where 85 ends near De Anza College. At an average width of about 200 feet, the corridor winds through Cupertino, Saratoga, Los Gatos, Campbell and San Jose, where it ends at Highway 101.

It is 18 miles long.

It is also "dead," Viskovich believes, because San Jose and Saratoga, unable to legally do otherwise, have allowed development in the corridor.

And because the California Transportation Department (Caltrans) — claiming it is strapped for funds — has only purchased some 360 of the 804 acres in the corridor and isn't likely to buy more soon.

But the 1.8 miles of the corridor in Cupertino have been purchased by the state and are protected from developers.

It's time for Cupertino to ask Caltrans to sell off the 43 acres in the city's section of the corridor so the city can master plan the land for parks or residential development, Viskovich believes.

At recent Cupertino Planning Commission meetings, alarmed residents who feel commuter traffic is worse than Viskovich contends have said it would be unwise to doom the entire 85 plan by junking the Cupertino link.

"With today's facts, today's figures, the corridor is dead," Viskovich said.

And what are today's facts?

Basically, the traffic data shows that the traffic crunch in Cupertino only comes during the peak morning and evening hours.

Traffic moves fine during the rest of the day, Viskovich said, so is it wise to make costly traffic road improvements, or should Cupertinans just learn to live with a few hours of traffic jam each weekday?

Viskovich raises this question because he feels it's Cupertino that would have to foot the bill for a major road in its corridor swath.

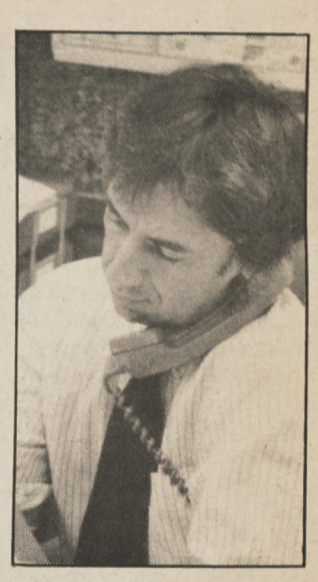
It would cost about $7 million for just a four-lane expressway and Caltrans isn't likely to come up with the money, since other projects in California have much higher priority, Viskovich noted.

He added that his recommendations about 85 are only for the purpose of getting the Planning Commission and City Council to realize that the city needs a "contingency plan" for the corridor.

And even if Caltrans does want to sell Cupertino's corridor link, it would have to have the approval of all the other cities along the corridor to do so, Viskovich said.

He stresses that his traffic study wasn't done in a vacuum, that its findings matched up with the county's figures, and that even a recent traffic examination done with a computer by Cupertino residents confirm the 20

(Continued on Page 8)



Bert Viskovich

# Vote for cityhood a close 231 to 185

(Continued from Page 6)

cities weren't about to give up yet. On Sept. 6, San Jose filed the infamous "Johnson Annex No. 1" with the county boundaries commission. The proposal increased San Jose's city limits to Highway 9 and reached the edge of Cupertino's proposed city limits on Blaney avenue. Cupertino would fight the proposed annexation, but it would be a losing battle.

The war, however, was about to be won. On Sept. 27, Cupertinans voted themselves a city.

Election inspector Julie Lynch posted the results of the voting at the Cupertino fire house after the polls had closed at 7 p.m. The "yeas" outpolled the "nays," 225-183. When absentee ballots were opened later, the final count stood 231-185.

In the same election, Cupertino residents named their first city council. Ralph Lindenmayer topped the candidates with 219 votes. Warner Wilson polled 201, John Saich got 198, Ivan Meyerholz picked up 176 and Norman Nathanson received 162. Antonio Lillo nearly edged Nathanson for the final spot on the five-member council, gaining 156 votes. The seventh candidate, Don Bandley, received 138 votes.

On Monday, Oct. 10, 1955, the new city council met for the first time. Some 40 citizens attended as the council voted to postpone the election of a mayor for a week (Lindenmeyer nipped Wilson, 3-2, for the job), gave Wilson and Meyerholz the job of developing a budget and urged the consideration of "defensive annexations" as a means of fending off neighboring cities.

The war was over.


All Ameritone Paint Sale

SAVE $4 to $6*

*Off manufacturer's suggested retail per gallon.

EXTERIOR
W00 VINYL-BOND™
LATEX HOUSE PAINT
- Soap and water clean-up
- Low-sheen finish
- For use on exterior & interior wood or masonry
- Excellent hide

SAVE $6.00
SALE PRICE
$10.49
Suggested Retail Price $16.49
Custom Colors Priced Higher

INTERIOR
Y400 VINYL-BOND™
WASHABLE FLAT FINISH
- Easy application
- Easy clean-up
- Excellent hide

SAVE $5.00
SALE PRICE
$ 9.99
Suggested Retail Price $14.99
Custom Colors Priced higher

EXTERIOR
W600 RUSTIC
SOLID COLOR STAIN
- Hides without obscuring the grain
- Ideal for rough wood surfaces
- Blister and face resistant
- Solid color, flat finish

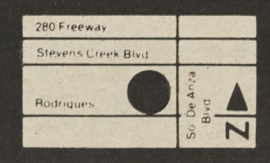
SAVE $4.00
SALE PRICE
$ 9.99
Suggested Retail Price $13.99
White and Custom Colors Priced Higher

INTERIOR
Y500 REGENCY HOUSE®
FLAT LATEX WALLPAINT
- Our finest wall paint
- Quick and easy to apply
- Custom colors
- Scrubbable

SAVE $6.00
SALE PRICE
$10.99
Suggested Retail Price $16.99
Custom Colors Priced Higher

SALE ENDS OCTOBER 31, 1980

KEYS TO COLOR
ameritone paint & decorating center




10215 South De Anza Blvd., Cupertino 446-5577
Regular Hours: Monday Friday 7:30 - 5:30 Saturdays 9:00 - 4:00

# Soldier gave Cupertino its name, city historian Stocklmeir says

by Kim Gardner

Decades ago, Louis Stocklmeir strode proudly through his 20-acre Cupertino orchard.

One of the more productive orchards in the area, it hosted groves of naval oranges, apricots and walnuts as well as commercially grown asters.

Today, at age 87, Stocklmeir, Cupertino's city historian, uses his cane to support a body slowed by arthritis.

His 20 acres have been whittled down to four acres of trees, vegetables, shrubs and two acres of naval oranges. Parcels of the property have been shaved off for developers and housing tracts.

Today, through the property's lengthy, shaded driveway, the roar of traffic on Stevens Creek Boulevard penetrates constantly.

But while the earlier, more quiet days of Cupertino may be gone, they're not forgotten.

They're carefully tucked away in Stocklmeir's keen mind and meticulously recorded in his many articles, research projects, maps and theses on Cupertino's historical past.

Cupertino, for example, was an encampment site for Don Juan Bautista de Anza's exploration party.

On March 25 and 26, 1776, the party camped at what today is the intersection of McClellan and Byrne roads, according to Stocklmeir.

"De Anza's group was on the way to establish a mission and a port that would be known as Puerto de San Francisco," Stocklmeir said. "They would also establish what we know today as the Presidio."

It is also from de Anza's expedition that Cupertino received it's name.

A party member, born in the Italian city of Cupertino, bestowed the name on the encampment area. Soon, maps began identifying the area as "Cupertino" and the name took hold.

" 'Cupertino' can be interpreted as 'a covering,' a little valley enshrouded by forests and many trees," Stocklmeir said.

"It's Latin translation can be likened to someone covering something."

Stocklmeir's curiosity about the de Anza exploration didn't end with the fact that they camped in Cupertino. In the late '60s, he traced the route the party took entering the Santa Clara Valley.

"I set out with my own maps and maps established in 1777," the historian explained.

"I went so far as to trace the route down the coast close to San Martin by superimposing my maps onto the old maps."

Following de Anza's march into Cupertino, the way was paved for immigration. At different periods such groups as the Chinese, Japanese, Germans and Hungarians populated the Cupertino area, according to Stocklmeir.

Following this immigration wave was another form of immigration — that of industrialization.

Stocklmeir recalled the premier "horseless carriage" that appeared in Cupertino in 1900.

"The first automobile to appear in this district was a yellow Renault imported from France," Stocklmeir recalled with a chuckle.

"It also came with a

(Continued on Page 9)

Amy Huntoon

City Historian Louis Stocklmeir.


CITY OF CUPERTINO

25th Anniversary Community Dinner

Sunday, Oct.12, 1980
7 p.m.
St. Joseph's Church
Parish Hall 10110 N. De Anza Blvd.
Donation $9
No Host Happy Hour 6 p.m.
Live Entertainment

MENU
CHEF – Guglielmo Regis
PRESENTS:
Antipasto, Tortellini, in white sauce, Veal Scallopini Mixed Italian vegetables, Garlic Bread, Salad, Spumone Ice Cream, Wine, Coffee

DINNER TICKETS AVAILABLE AT:

California History Center
Monta Vista Market
Home Savings
Chamber of Commerce
Marchant Travels
Wells Fargo Bank (De Anza Blvd.)
Sumitomo Bank
Cookie Jar (Vallco Village)
Cupertino Parks & Rec. Dept. (Ranch)
Cupertino City Hall
Barclays Bank
Pacific Valley Bank
Vallco Park
Cupertino Library
Seniors Community Center


# Houses in 85 path considered

(Continued from Page 7)

percent commuter figure.

Thus, the public works director says putting an expressway in the corridor would be "overkill."

Each day, from about 5 to 6 p.m., about 2,800 cars travel toward Saratoga on De Anza Boulevard, and the number will increase to 3,700 by 1990, Viskovich said.

Traffic levels are measured from "A" through "F" performance on a particular road, F being the breakdown point.

The intersection of De Anza and Stevens Creek boulevards is at a D-level during the peak p.m. hour, Viskovich said, and would need a $4.5-million underpass if the 50-acre Town Center site at the corner is developed as planned.

Why not just leave the corridor as it is if traffic by commuters isn't a problem?

The city shouldn't be at the mercy of Caltrans and should have a definite plan for the corridor, Viskovich said.

The time is right to perhaps push for having developers pay for a two-lane residential street in the corridor as they put in homes, freeing the city to spend its $2 million in reserves on other needs.

"My job is to come up with the best plan for the buck," Viskovich said, defending his ideas about 85.

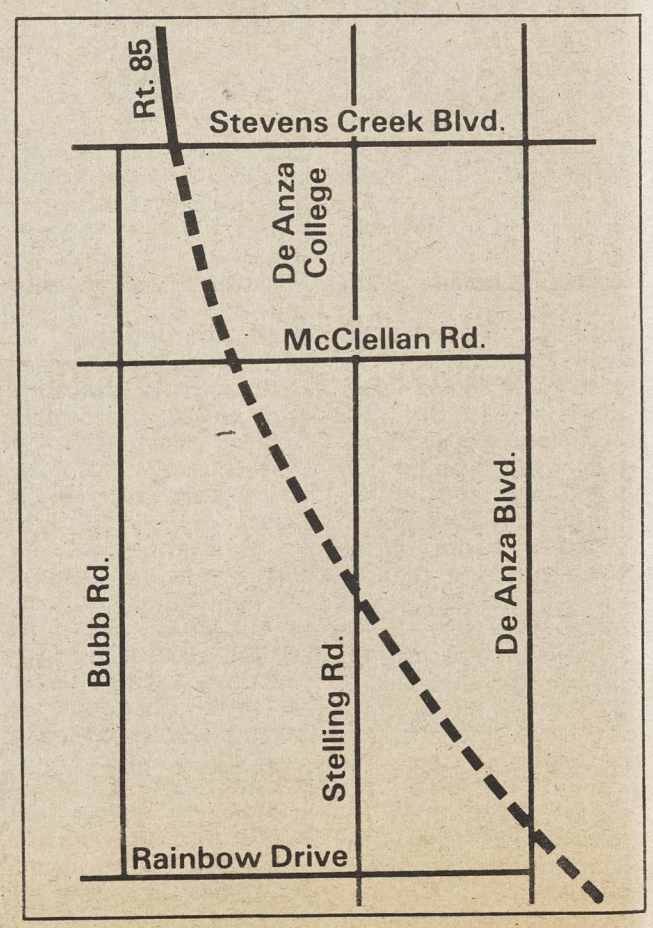
His traffic figures may result in Vallco being allowed to build on its remaining 100 acres in the Vallco complex that were placed under a moratorium several years ago when traffic was worse.

Traffic did not get as bad as staff thought it would along Wolfe Road.

In 1973, traffic moving north on Wolfe toward Vallco totalled 1,210 cars during the 5-6 p.m. peak at Homestead Road.

That number has increased only a little to about 1,360 now, Viskovich said.

The city's new $500,000 traffic interconnect system is due to be fully on-line by next summer and will be concentrating on moving platoons of traffic more smoothly.




Proposed path of Route 85 through city.


Cicero's Pizza

OWNED AND OPERATED BY NUNZIO CICERO SINCE 1969
"THE CRUST THAT PEOPLE RAVE ABOUT"
The Pizza With The Secret
TO ORDER PHONE
253-2226
OPEN 6 DAYS—CLOSED MONDAY
10050 DE ANZA BOULEVARD
CUPERTINO
Corner Stevens Crook and DeAnza Blvd. (formerly Saratoga/Sunnyvale Rd.)

# Louis Stocklmeir

(Continued from Page 8)

chauffeur from France to take care of the car which broke down frequently on it's short trips around the valley."

With the automobile's first appearance, area industrialization wasn't too far behind. But today's heavy industry, it's traffic congestion and it's high-density living can't cloud Stocklmeir's memories of an older time, particularly when commercial flower growing was at its height in the area.

"They (flowers) would bloom from the foothills to the plains," recalled Stocklmeir with a sigh.

"It was one beautiful bouquet. You could ride in a horse and buggy and breath in the beautiful perfume."

# 20 mayors served in 25 years

During its first 25 years, Cupertino has had a total of 20 mayors.

Seven served two one-year terms. The shortest term, three months, was served by Dan O'Keefe, who was elected to the state Senate in June.

The mayors of Cupertino:

- Ralph E. Lindenmeyer ..... '55
- Warner Wilson ..... '56
- R. I. Meyerholz ..... '57
- Norman J. Nathanson ..... '58 and '59
- Anthony J. Pelosi ..... '60
- Nick Lazaneo ..... '61
- John G. Benetti ..... '62
- Verne H. Jewett ..... '63
- Paul H. Finch ..... '64
- J. Robert Dempster ..... '65 and '69
- Gary G. Stokes ..... '66 and '70
- Jerry Fitzgerald ..... '67
- Clyde L. Noel ..... '68 and '71
- Donald A. Frolich ..... '72 and '77
- Keith E. Irwin ..... '73
- Reed Sparks ..... '74
- James E. Jackson ..... '75 and '78
- Robert Meyers ..... '76 and '79
- Dan O'Keefe ..... '80
- Barbara A. Rogers ..... '80

Amy Huntoon


at . . .
SAVINGS
UP TO
45%

REACH FOR THE...

PEAKS

. . . from the same factory as the world's #1 athletic shoe!

PEAKS
ALL COURT CANVAS
SAVE $8.00
• WHITE CANVAS W/BLUE TRIM
SIZES 6½-13
$11.99 Reg. $19.99

PEAKS
JOGGERS
SAVE $5.00
• BLUE NYLON* W/GREY SUEDE TRIM
*Also available in Grey Nylon w/blue Suede Trim.
SIZES 6½-13
$16.99 Reg. $21.99

PEAKS
CANVAS HI TOP
SAVE $9.00
• WHITE CANVAS W/BLACK TRIM
SIZES 6½-13
$12.99 Reg. $21.99

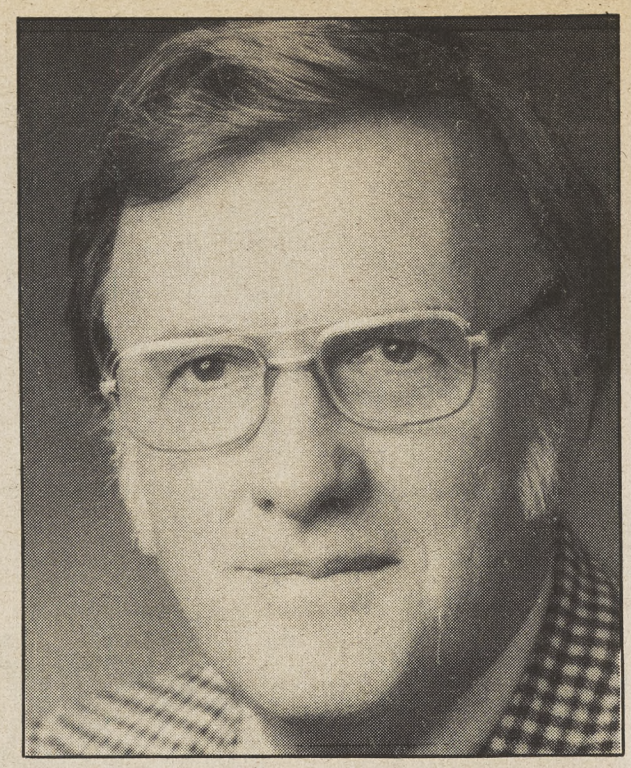
PEAKS
LEATHER HI-TOP
SAVE $14.00
• WHITE LEATHER W/BLACK TRIM
SIZES 6½-13
$17.99 Reg. $31.99

PEAKS
PEAKS II
SAVE $10.00
• BLUE SUEDE W/GOLD TRIM
SIZES 6½-12
$15.99 Reg. $25.99

PEAKS
LEATHER LO-CUT
SAVE $14.00
• WHITE LEATHER W/BLACK TRIM
SIZES 6½-13
$17.99 Reg. $27.99

ALMADEN 3060 ALMADEN EXPWY (Corner of Foxworthy) 267-6610
CAMPBELL 515 E. CAMPBELL AVE. 374-7550
SHOE FAIR
CUPERTINO 10171 DE ANZA BLVD. (Saratoga-Sunnyvale Rd.) 996-1991
SAN JOSE 1120 SO. KING RD. STORY-KING CTR. 258-0353
OPEN 7 DAYS! MON. THRU FRI. 9:30-9 SAT. 9:30-6 SUN. 11-5

# School chief sums up good, bad aspects of education in Cupertino



W. Roberts Pedrick

*W. Roberts Pedrick, superintendent of the Cupertino Union School District, is resigning Jan. 1 to join a real estate investment firm. He shares his thoughts here at the request of the Courier.*

by W. Roberts Pedrick

The Cupertino 25th Anniversary celebration is an appropriate time for citizens to consider the present and future of the Cupertino Union School District.

I am especially pleased to write on this subject since I will be retiring as superintendent within a few months and feel strongly about the issues involved.

No one can give a reliable picture of the future of our schools. The best that can be accomplished is to speculate about *alternative futures.*

I think this to be an exciting concept since, to a very significant extent, local students, citizens, teachers and other school employees will determine which of many possible futures the Cupertino schools will enjoy.

In short, on these pages I do not offer you a prophecy but a challenge.

I will present three major liabilities and three important assets possessed by this school district. An appraisal of how they interact could give us insight into the future.

### First Liability

Declining enrollment will have a major impact locally for the next five years.

Ten years ago, there were close to 24,000 students attending school in the Cupertino elementary district. By this September, that number had dropped by nearly one-half to about 13,000.

For the past decade enrollment has been falling at the rate of a thousand children a year, and our projections tell us that it will be at least 1985 before that decline stabilizes at slightly below 10,000 pupils.

There may be some leveling off in the falling birth rate, but this is offset because few families with young children can afford to buy homes here. Home building in this district is reaching saturation, with only about 2,200 home sites left in the entire district.

Development of everyone of those sites would bring in slightly over a thousand kids, spread throughout the district.

### Second Liability

It should be self-evident that it requires a substantial amount of tax money to provide a free education.

Right now, these tax dollars, which should be available to support public schools, have become captive to the capricious political winds that blow through the corridors of the capitol.

In the Legislature, the governor's office and at the polling place, public school finance is treated like a political football.

Each year the political establishment does not decide how many dollars will be made available to educate children until weeks or months after the new fiscal year has begun.

Will funds be the same as last year? Or more? or 10 percent less or 50 percent less? No one knows in time to do intelligent planning.

A game of Russian Roulette is played annually with the future of our children. This will go on unchanged unless prompt corrective action is taken.

It is not relevant to blame politicians or self-serving opportunists. On the contrary, we, the citizens of this state, are to blame. It is we who dreamed fine dreams but at the same time allowed educational funding to become radically politicized.

The future of our children will be mortgaged unless courageous action is taken to correct this delirium.

### Third Liability

Local public schools will continue to be affected by the abysmally poor image of education projected through the media.

This image emanates particularly from the large eastern U.S. cities, but, like the fallout from a volcanic eruption, it erodes trust and confidence in public education over the entire country.

Compound damage is suffered by schools because politicians, media personalities and some writers reap a calculated personal profit by jumping on the bandwagon and playing the old game of "ain't it awful," while pointing a finger at public education.

In spite of rational and persuasive rebuttals from responsible local sources, I see no lessening of this malaise.

All is not hopeless.

Bright positive forces can be identified within the community and the school system which more than offset this picture of gloom. I will briefly present three major assets from among these positive forces.

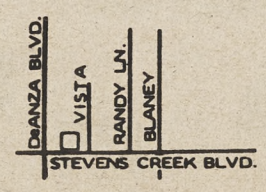
(Continued on Page 20)

CUPERTINO
EMERGENCY & FAMILY
MEDICAL CLINIC
Medical Emergency & Family Care

We take pride in being a part of this progressive community!

Any problem that is considered an Emergency (or non-Emergency) by the patient will be seen immediately. This can cover the complete spectrum of Medical care, from anxiety reactions to lacerations; from puncture wounds to fractures; from abdominal pain to headaches; from ear infections to rashes; and so on. No problem is considered too minor. No one will be turned away.

- Open 7 days a week from 8:00 a.m. to 11:00 p.m.
- No appointments necessary

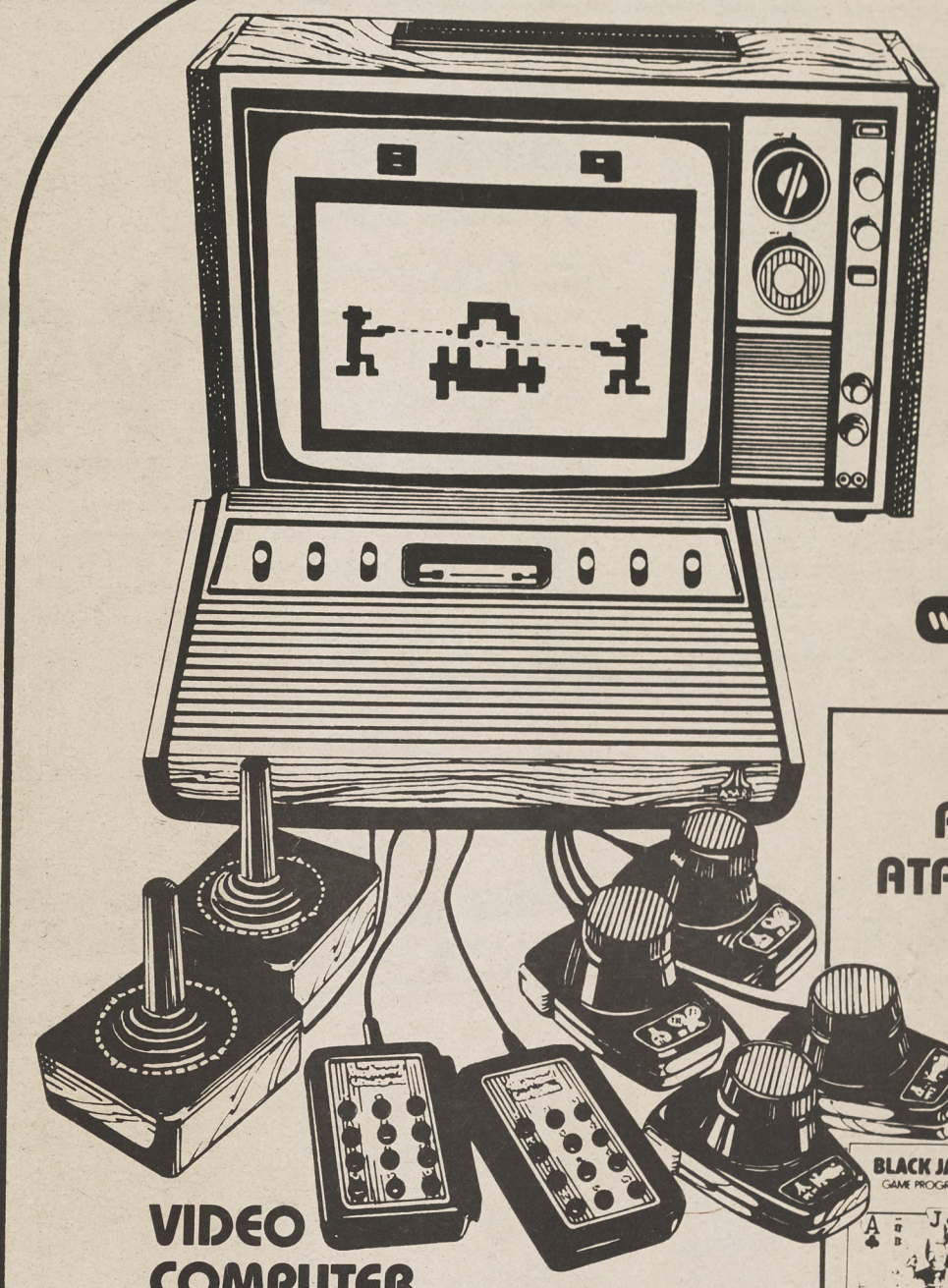



20289 Stevens Creek Blvd.,
Cupertino, Calif. 95014

996-8656

# avaganza

ALPHA BETA®



SALE PRICES EFFECTIVE
OCTOBER 8 THRU OCTOBER 14, 1980.

ALL SALE ITEMS LIMITED
TO STOCK ON HAND.

ATARI®
Innovative leisure
A Warner Communications Company

## VIDEO COMPUTER SYSTEM

The Atari Video computer system has more games than any one else. Be a flying ace, a race car champ, a space pioneer, a mathematical genius. Atari makes it happen! No. CX2600

**139.99**

**GAME CARTRIDGES 16.88 to 31.88**

## WE HAVE ALL THE NEW ATARI VIDEO GAME PROGRAM CARTRIDGES.

Atari video games are more fun than almost anything else money can buy!

## SPECIAL CARTRIDGES

**9.99** • Black Jack • Space War • Flag Capture • Surround

ALPHA BETA®

## CUPERTINO

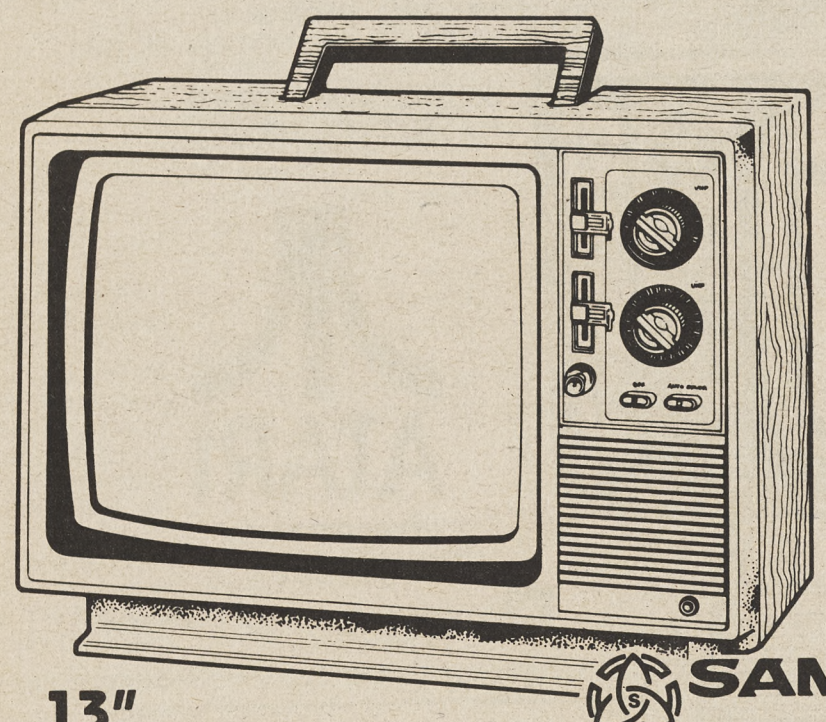
10122 BRANDLEY DRIVE (at Stevens Creek Blvd.)

**LOW PRICE INSURANCE...only we have it!**

STORE HOURS: MON. THRU FRI. - 6 A.M. TO 1 A.M./SAT. & SUN. - 6 A.M. TO 11 P.M.

# ALPHA BETA®

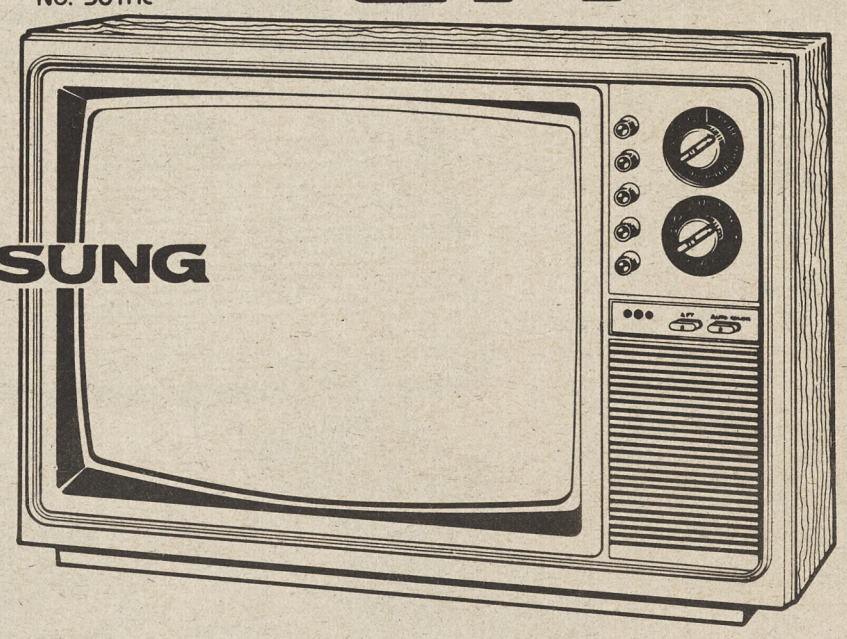
# appliance extravaganza



## 19" SAMSUNG COLOR TV

Solid State 19" color TV. Quick start black matrix tube. automatic fine tuning, auto color.
No. 501AL

**299.99**

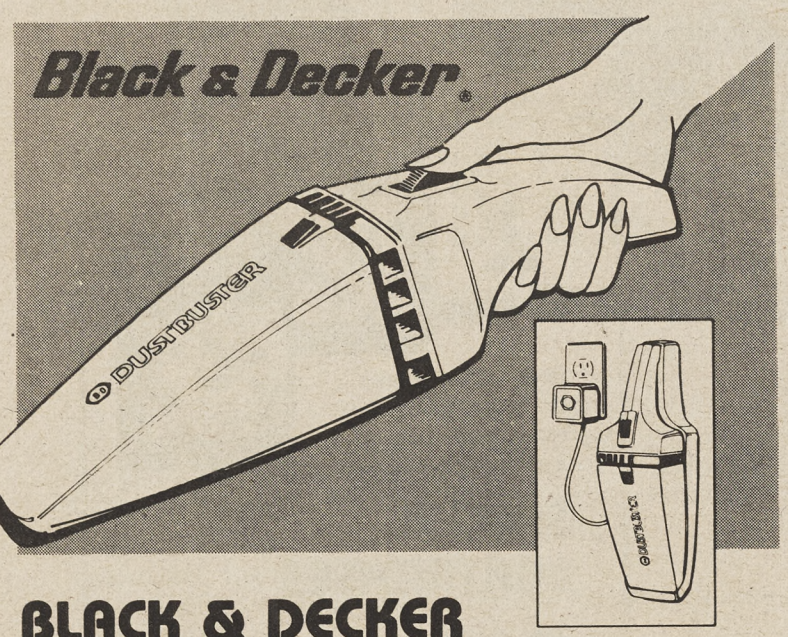


SAMSUNG

## 13" SAMSUNG COLOR TV

Solid State 13" TV. Quick start black matrix picture tube, automatic fine tuning, auto color.
No. 332D

**259.99**




## BLACK & DECKER DUSTBUSTER

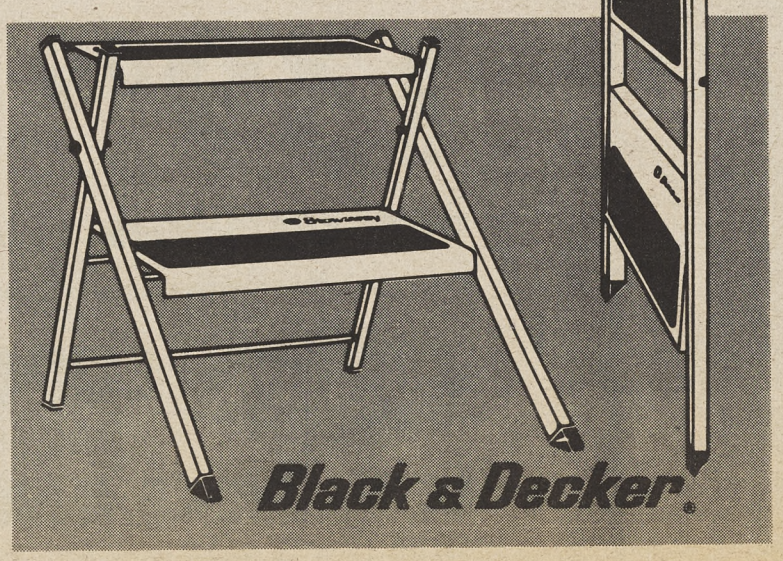
Not just a vacuum cleaner, it's a cordless, rechargeable cleaner that has no hose, no cord.
No. 9330

**25.99**

## BLACK & DECKER STOWAWAY STEP STOOL

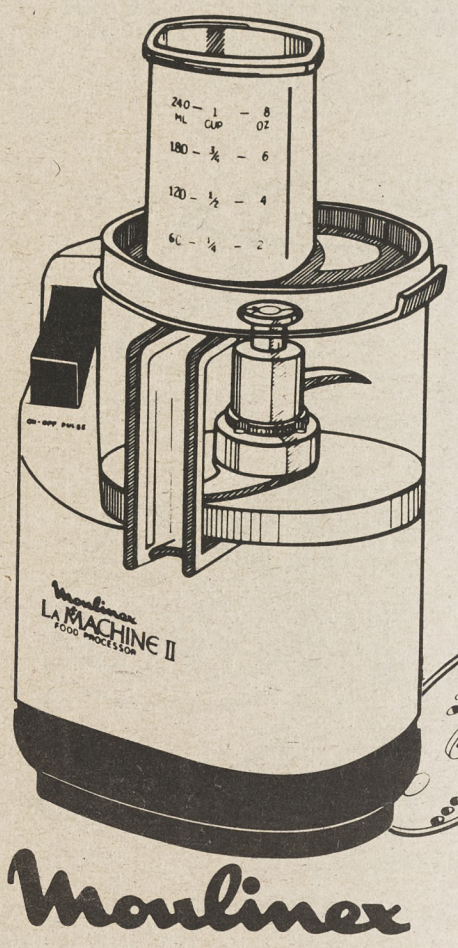
A step stool that folds to a slim one inch for easy storage between kitchen appliances. No. 9600

**19.99**



# ALPHA BETA®

# appliance extravaganza




## MOULINEX LA MACHINE FOOD PROCESSOR

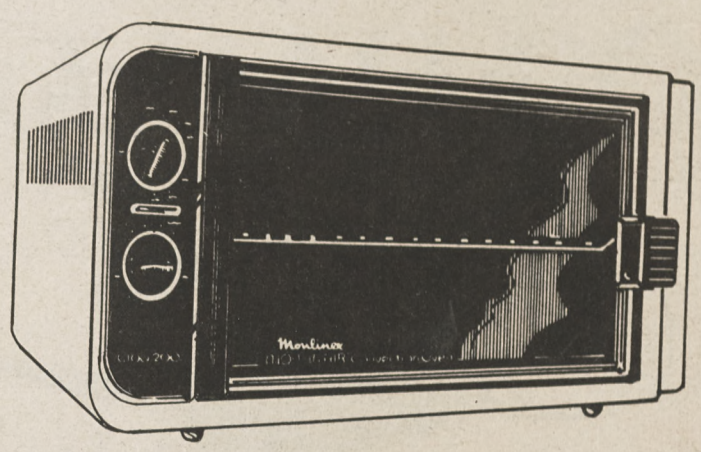
The complete food processor...Carries out food preparation tasks in a fraction of the time it takes to do it by hand. No. LMII

**46.99**

**-7.00** MANUFACTURER'S REBATE

**39.99**

Moulinex



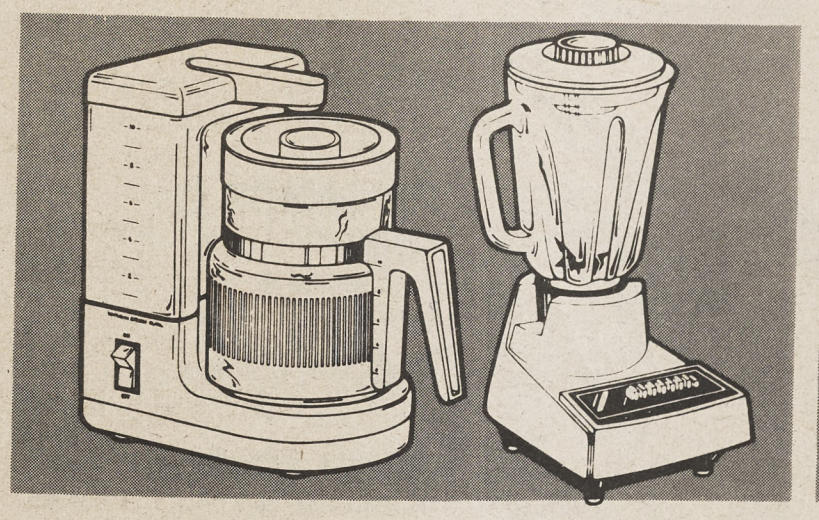

## MOULINEX MOULIN-AIR CONVECTION OVEN

The hot-air-in-motion way of cooking saves time, energy and money. No. CTCO200

**107.49**

**-7.50** MANUFACTURER'S REBATE

**99.99**



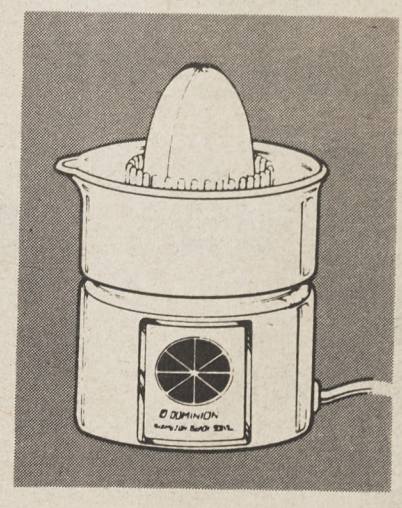
## HAMILTON BEACH 10 CUP COFFEE MAKER

Brews up to 10 cups of perfect coffee in just minutes. No. 794

## HAMILTON BEACH 7-SPEED BLENDER

40 oz. glass container. Removable cutting unit. No. 600

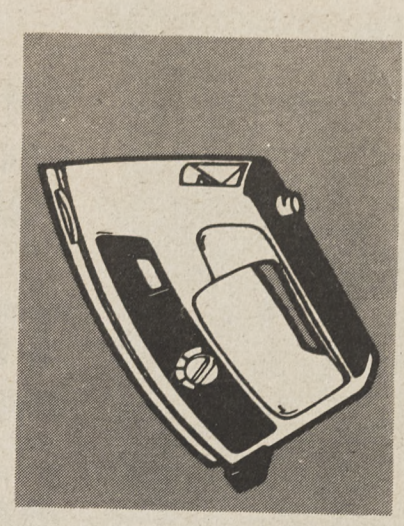
**YOUR CHOICE 18.88**




## HAMILTON BEACH ELECTRIC JUICER

10 oz. automatic juicer for fresh fruit juices. No. 2109

**9.99**



## HAMILTON BEACH SUPER LIGHT IRON

Super light 2 lb. iron for reduced arm fatigue. No. 749

**14.99**

# ALPHA BETA®

# appliance extravaganza

## WEAR-EVER OPEN STOCK COOKWARE

Finely crafted, high polished cookware from Wear-Ever with Silver Stone.

DU PONT APPROVED SilverStone PREMIUM NON-STICK SURFACE

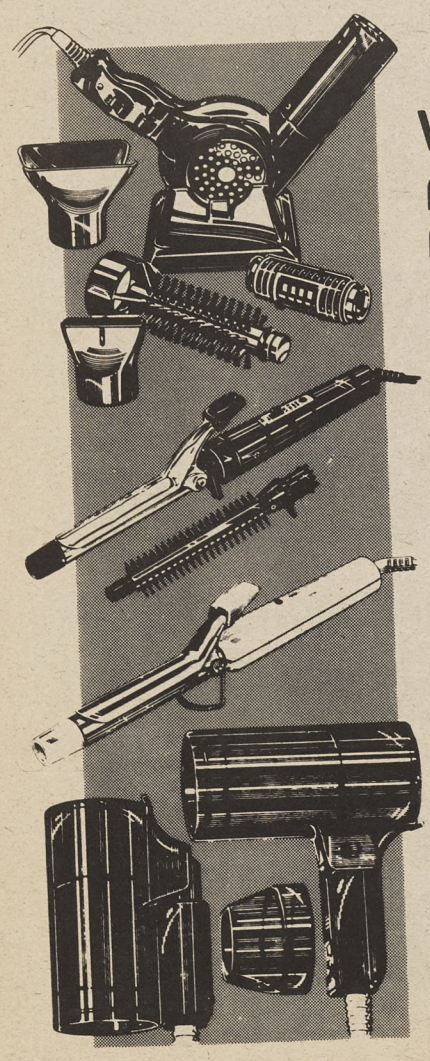
**10% OFF OUR REG. PRICE**

## WEAR-EVER POPCORN PUMPER

The Wear-Ever Popcorn Pumber.
It's a lot of hot air, not hot oil.
Bowl not included. No. 72000

**24.99**

Wear-Ever demonstrations will be held in store: Wed., Oct. 8 - 12:00 noon to 5:00 p.m. and Thurs., Oct. 9 - 9:00 a.m. to 1:00 p.m.



WINDMERE®

## PRO 1500 PLUS

Everything you need for fast, easy hair styling. No. P15P

**17.99**

## DYNAMIC DUO

Now you can do it all easily and professionally! No. DD1

**9.99**

## THE DRY IRON

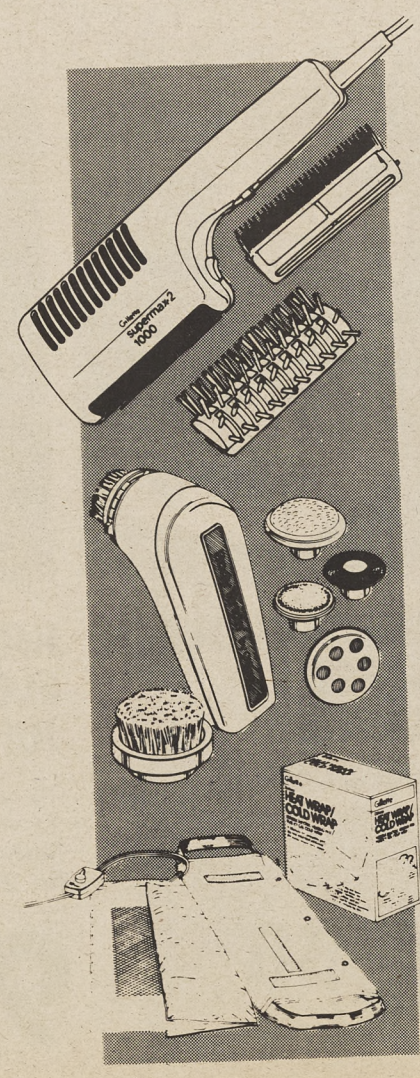
Makes curling a breeze! No. DI-1C

**4.99**

## PRO TOTE 1200

Folding handle for snug packing. No T12T

**6.99** AFTER $3.00 FACTORY REBATE



Gillette

## SUPERMAX 2 1000

Great for men & women. No. 9230

**14.99** AFTER $4.00 FACTORY REBATE

## BODY TENDER

The beautiful, new body care system for your skin and nails. No. 2980

**8.99** AFTER $2.00 FACTORY REBATE

## DELUXE HEAT & COLD WRAP

Flexible electric heating pad plus "No Freeze" ice gel cold wrap. No. 2640

**16.88**

# THE VILLAGE CENTER AT VALLCO

**CORNER OF WOLFE AND HOMESTEAD ROADS**

# Congratulates the City of Cupertino on their 25th Anniversary

**SHOPS**

| | |
|---|---|
| Aljim Stamps | 996-1199 |
| Behrens Bookshop, Inc. | 255-8575 |
| First Place Awards | 245-5100 |
| The Granary Fabrics | 252-3732 |
| Jack 'N Jill Children's Shoppe | 255-0881 |
| Manzini Jewelers | 257-6133 |
| Roy Moses, Men's Apparel | 725-0606 |
| Robert's Pipe & Tobacco Shop | 446-2944 |
| Stough's Gifts | 253-0688 |
| Sun Gallery | 255-8250 |
| Sweet Shop-Tennis Pro Shop | 255-2393 |
| Village Yarn Shop | 255-6233 |
| Wesley's Flowers | 257-2040 |
| William's Gallery | 257-7411 |

**PERSONAL SERVICES**

| | |
|---|---|
| Wm. Ball Photography | 257-7411 |
| Gere's Casa De Bellesa Salon | 253-5450 |
| Dehart's Copy Center | 257-9118 |
| Ed's Shoe Repair | 255-0252 |
| Robert's Tailoring | 255-0676 |
| Travel Arrangers | 253-2120 |
| Vallco Shell Station | 257-5074 |
| Vallco Village Barber/Stylist | 253-9237 |
| Vallco Village Cleaners | 252-8084 |
| Value Realty | 253-3312 |

**FOOD/DRUG STORES**

| | |
|---|---|
| Cookie Jar Bakery | 255-1525 |
| Safeway | |
| Shaw's Ice Cream, Candy & Gifts | 252-8434 |
| Vallco Rexall Drugs | 252-0833 |

**RESTAURANTS**

| | |
|---|---|
| Garden of Life Natural Foods | 255-3643 |
| Mort's Deli & Catering | 252-8422 |
| Red Coach Restaurant/Lounge | 253-0575 |

**RECREATION CENTERS**

| | |
|---|---|
| Vallco/Amten Tennis Center | 255-2393 |
| Wallbangers | 253-9090 |

**FINANCIAL SERVICES**

| | |
|---|---|
| Bank of the West | 998-6958 |
| Birr, Wilson & Co., Inc. | 253-5030 |
| Farmers Insurance | 255-2797 |
| Fidelity Federal Savings & Loan | 255-4880 |

**PROFESSIONAL SERVICES**

| | |
|---|---|
| R. Alperin, M.D. Weight Control | 446-4155 |
| Jack T. Hirshon, Attorney | 255-0500 |
| Ralph A. Landerman, D.D.S. | 257-6133 |
| Kenneth K. Sakoda, Optometrist | 257-5262 |
| Dr. Harry Waisblatt | |
| Chiropractic Physician | 996-7775 |

Open Thurs. 'til 9 pm

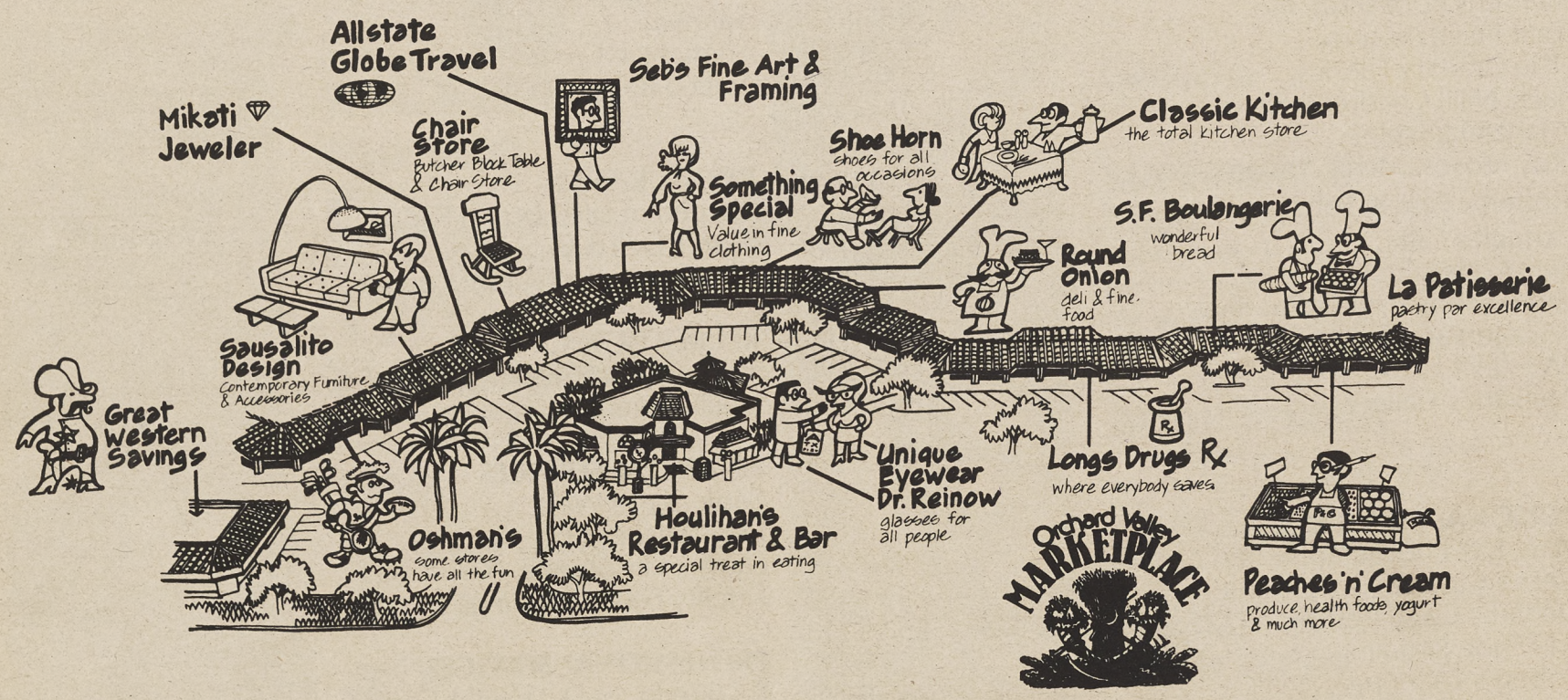
# ORCHARD VALLEY MARKETPLACE
# SHOPPING CENTER

19000 BLOCK STEVENS CREEK BLVD. IN CUPERTINO

We're a proud addition to a community with a reputation worth living up to.

## Come discover Orchard Valley Marketplace. You'll be nothing short of delighted.

**Who could ask for anything more...**




**...than a delightful place to shop and dine!**

# Tasteful Variety...International Flavor

**Art, antiques and advertising oddities from everywhere, and a worldly selection of menu specialties for everyone.**

LONDON BROIL. Of course!
I say... would you meet me on the patio over a hot omelet?
SPINACH FETTUCCINE, TORTE PRIMAVERA... MAMA MIA!
FRENCH ONION ZOUP. Oui, Oui!
"It's a great RESTAURANT!"
"It's also a FANTASTIC BAR!"
The Reuben Rye. JAVOHL!
ORIENTAL (Ah So!) SHRIMP.
ALL-AMERICAN BURGERS. "Buns-O-fun!
VIVA LA ACAPULCO SALAD!
HOULIHAN'S old place ®

## FOR STARTERS

Crock of **FRENCH ONION SOUP** Melted cheese topping & buttered crouton. 2.25

**ESCARGOTS** (½ dozen) Baked in garlic butter and served with toasted crouton. 3.45

Creamy **BAKED CAMEMBERT** for TWO Topped with sautéed almonds and served with crisp French bread and seasonal fruits. 5.25

**QUICHE** A savory cheese custard pie.
With HAM & BACON 2.15
QUICHE of the DAY 2.25

Giant **NACHO PLATTER** Topped with spicy cheese sauce, guacamole, sour cream and mild Mexican sauce. 3.75

Basket of **CHEESE FRITTERS** CRISPY!! 2.15

Hand-breaded **FRIED ZUCCHINI STICKS** Creamy horseradish sauce for dunking. 2.25

**SHRIMP EGG ROLLS** (two) Served with a side of sweet & sour black cherry sauce and oriental hot mustard. 2.25

## Side Greens

Small **FRESH SPINACH SALAD** Tossed with mushrooms, bacon, Caesar croutons and our special dressing. 1.60

**BOSTON LETTUCE SALAD** 1.35

Our dressings are CREAMY OIL & VINEGAR, THOUSAND ISLAND and the "House Special" COUNTRY CLUB BLEU

## SALADS

**Cashew CHICKEN SALAD** (YES!) Cubed chicken, bell peppers, avocado, tomatoes and alfalfa sprouts on a bed of Boston lettuce, topped with roasted cashews. Try it with our "House Dressing". 4.95

Fresh **SPINACH SALAD** With sliced mushrooms, bacon, Caesar croutons & our special dressing. 4.25

**ACAPULCO SALAD** A giant, crisp flour tortilla filled with shredded lettuce, cheese, tomatoes scallions, black olives & spicy taco meat topped with guacamole dressing. 4.45

**ALASKAN CRAB RANGOON SALAD** With water chestnuts, green onions and fried wonton strips over a mound of spinach and Boston lettuce topped with creamy garlic-cheese dressing. 5.45

All burgers served with FRENCH FRIES

## BURGERS

**BURGER-BURGER** (for you straight guys) With onion, lettuce & tomato 3.95

Old English **CHEESEBURGER** 4.25

**NOUVELLE BURGER** Topped with alfalfa sprouts, guacamole & tomato on a toasted bun spread with herb & garlic cheese. Served with fried zucchini sticks (instead of French fries) 4.45

**POCKET BURGER Bearnaise** With grilled tomato and bacon strips stuffed in a "pocket bread" loaf with a side of bearnaise sauce. 4.25

**Garden BURGER** Topped with lettuce tomatoes & scallions tossed in herb dressing 4.25

**BORDER BURGER** Masked with spicy cheese sauce, guacamole, sour cream & green onions 4.25

## SANDWICHES

**California Dreamer** Bay shrimp on coarse-grain black bread spread with herb & garlic cheese, guacamole and mounded with alfalfa sprouts. Served open-faced sprinkled with toasted sunflower seeds 4.55

**Baked CAMEMBERT & BLACK FOREST HAM** On black bread with mustard and sliced tomatoes. Baked until crisp and creamy! 5.35

**REUBEN RYE** With our "Bavarian-style" sweet & sour kraut, corned beef, swiss cheese and 1000 Island dressing. Served with cole slaw 4.25

**CRAB & SHRIMP BROIL** On toasted French bread with grilled tomatoes and topped with cheese sauce. 5.45

## SPECIALTIES

All specialties served with French bread & non-salted butter.

Ask about TODAY'S SPECIALS

HOULIHAN'S FAMOUS **QUICHE** Creamy cheese & custard pie, baked fresh daily
HAM & BACON
WITH BOSTON LETTUCE SALAD... 3.95
OR FRESH SPINACH SALAD.... 4.20
HAM & BACON QUICHE with a Crock of FRENCH ONION SOUP 4.25
QUICHE of the DAY
Today's special variety prepared by our chef in limited quantities. Ask your server.... priced daily

Crock of **FRENCH ONION SOUP** Melted cheese topping & served with butter-toasted croutons
with Boston lettuce salad 3.50
or fresh spinach salad 3.75

BAKED STUFFED **POTATO MEXICANA** Brimming with taco meat & chile con queso (spicy cheese sauce) served with crisp tortilla chips, guacamole & sour cream... 3.95

**ORIENTAL SHRIMP** With crisp-fried vegetables in sherry & soy sauce garnished with fried wonton strips 7.55

SPINACH **FETTUCCINE** IN CREAM WITH CRISP VEGETABLES tossed in rich parmesan cheese & cream... 4.35

Savory **TORTE PRIMAVERA** Layers of crepes, capacolla ham, provolone, wilted spinach, cured ham, egg slices, salami and parmesan-mayonnaise. Served with fresh fruit 4.75

**LONDON BROIL** Seared, marinated flank steak (sliced on request) topped with steak butter. Served with hash browns & Boston lettuce salad 6.75
(WE SUGGEST YOU ORDER RARE OR MEDIUM RARE ONLY!)

Skillet of **DEEP FRIED SHRIMP** with cocktail sauce, French fries & Boston lettuce salad... 7.25

★ AFTER 5PM & ALL DAY SUNDAY ★

SEAFOOD OF THE DAY
ASK ABOUT TODAY'S SPECIAL FEATURE
priced daily

**BREAST OF CHICKEN** Stuffed with herb & garlic cheese topped with dill butter sauce and served with today's fresh vegetable & Boston lettuce salad 6.95

**STRIP SIRLOIN STEAK** (U.S.D.A. CHOICE) 12 OUNCES PRE-COOKED WT. With baked potato & Boston lettuce salad.... 10.95

One-half crisply **ROASTED DUCK** boneless and served with orange sauce, rice pilaf, fresh vegetable & Boston lettuce salad 7.95

Roasted **FILET MIGNON SLICES** On garlic toast & topped with steak butter served with hash browns & Boston lettuce salad.... 9.25

ICE WATER IS SERVED BY REQUEST

## eggs & omelets

Served with FRENCH BREAD, non-salted BUTTER and HASH BROWNS.

**HUEVOS CALIFORNIA** Eggs scrambled with bell peppers, tomatoes, onions & ham rolled in a soft flour tortilla, served with guacamole and topped with Mexican mild sauce & sour cream 4.50

Baked **ZUCCHINI FRITTATA** with mushrooms, mozzarella & parmesan cheeses, topped with Italian tomato sauce 4.25

**JOE'S OMELET** Tomatoes, scallions, bell peppers, mushrooms & melted old English cheese 3.95

Bay **SHRIMP & CRISP-FRY VEGETABLE OMELET** Topped with melted provolone cheese 4.50

Fresh **SPINACH & BACON OMELET** with sautéed onions and topped with hollandaise sauce 3.95

Old English **CHEESE OMELET** 3.95

Our Omelets are prepared moist and creamy unless otherwise requested

## BEVERAGES

**ESPRESSO** with a lemon twist .95
Freshly BREWED COFFEE .50
FRENCH PERRIER WATER 1.50
SODA POP, "TAB" DIET COLA, Fresh made ICED TEA, MILK... .75
Pot of HOT TEA: Darjeeling, Jasmine, Formosa Oolong or Orange Pekoe .75
**Triple dip** MILKSHAKE Flavored with chocolate, vanilla or strawberry 1.45
HEALTHSHAKE Raw egg, banana, wheat germ, honey, ice cream and yogurt 1.95

## DESSERTS

**PEACH MELBA PIE** Peach ice cream mounded in our crisp "almond crunch" crust topped with sliced peaches and drenched in red raspberry sauce... WOW! 2.15

**MOCHA "FUDGE" BROWNIE** Topped with coffee ice cream and Kahlua hot fudge 2.25

**New York Style CHEESECAKE** 1.95
WITH STRAWBERRY SAUCE ...95 extra

**APPLE STRUDEL PIE** Sliced apples, currants, butter & spices baked in a pie. Fresh daily from our kitchen
WITH WHIPPED CREAM 1.95
OR A SCOOP OF RUM RAISIN ICE CREAM 2.25

Extra rich **ICE CREAM** Two scoops of Chocolate, Vanilla, Rum Raisin or Coffee served with a rolled cookie 1.35

**Kahlua HOT FUDGE SUNDAE** Crowned with real whipped cream, toasted pecans & a cherry... 1.95

Creamy **BAKED CAMEMBERT** for TWO Topped with sautéed almonds & served with crisp French bread & seasonal fruits 5.25

SALES TAX WILL BE ADDED TO ALL FOOD & BEVERAGES SOLD IN THIS DINING ROOM ○ 15% GRATUITY WILL BE ADDED TO THE CHECK FOR PARTIES OF 8 OR MORE. 1-880

© 1972-1980 GILBERT/ROBINSON INC.

Open for Lunch & Dinner Daily with a very special **SUNDAY BRUNCH!**

Orchard Valley Marketplace on Stevens Creek Blvd.
Across from Vallco Fashion Park in Cupertino
725-0515

• A Gilbert/Robinson Restaurant • Accepting American Express, Diners Club, Master Card & Visa

Gather for the good times at **COCKTAIL HOUR** weekday afternoons.

**The Cupertino Education Assn., representing the teachers of Cupertino's children wishes the City of Cupertino a Happy 25th Birthday!**

TEACH A CHILD—TOUCH THE FUTURE

**CUPERTINO EDUCATION ASSOCIATION**
**20370 Town Center Lane, Suite 210**
Cupertino 257-2122

# School chief sums up

(Continued from page 10)

**First Asset**

Our children are exceptional.

They score at least in the top one-fifth on state and nationally standardized tests. They do well in high school, college and vocations.

No matter how you measure them, Cupertino students are a superior group of young people. They are worth whatever effort it takes to insure their future.

**Second Asset**

The hallmark of the Cupertino schools for over two decades has been the outstanding people who work for the district.

Teachers, administrators and support staff are often taken for granted. Yet, more than anything else, it is the presence of this talented cadre that causes parents to be willing to pay the higher cost of real estate so their children can attend Cupertino schools.

The teachers and those who support them are precious assets. We are fortunate that their quality is superb. Whether or not this happy circumstance will continue depends on future choices to be made by citizens.

Who will you elect to the Board of Education? Who will you send to Sacramento? Who will volunteer in the schools?

The answer to these questions will create a climate in which the present outstanding staff will flourish or wither and be replaced by the mediocre.

At no point is the idea of alternative possible futures more pertinent.

**Third Asset**

Effective steps are be-

(Continued on Page 20)

## A winner

The financial backbone of Cupertino is made of small businessmen like Robert M. Cohen, managing partner of the Postal Instant Press (PIP) at 10135 S. De Anza Blvd., shown here with a trophy he won recently for having the second-fastest growing PIP shop in the U.S. and Canada.

WHENEVER YOU THINK RENTALS

. . . THINK Mel Cotton's

# WE'RE TOPS IN SKI RENTALS FOR THE WHOLE FAMILY!

At Mel's you can rent equipment for almost any outdoor activity. We have the largest winter rental dept. in Santa Clara Valley at the lowest rates. Our large well-trained staff is always at your service. For quick, dependable service, try us today.

**MEL'S WINTER SKI MINIMUM RATE SCHEDULE**

| PICKUP | THURS./FRI. | SAT. | SUN. | MON. | TUES. | WED. |
|---|---|---|---|---|---|---|
| RETURN | MON. | TUES. | WED. | THURS. | FRI. | SAT. |

| | Minimum Without Boots | Per Day After Minimum | Minimum With Boots | Per Day After Minimum |
|---|---|---|---|---|
| CHILDREN'S SKIS & POLES: 105 CM TO 150 CM W/TYROLIA BINDINGS | $9.00 | $2.00 | $11.50 | $2.50 |
| ADULT SKIS & POLES: W/SALOMON OR TYROLIA STEP-IN BINDINGS | 13.50 | 3.00 | 15.50 | 3.50 |
| W/TYROLIA W/BRAKES | 14.50 | 3.00 | 17.00 | 4.00 |
| ADULT DEMO SKIS & POLES: TYROLIA BINDINGS W/BRAKES | 17.00 | 3.50 | 19.50 | 4.50 |
| CROSS COUNTRY SKIS & POLES | 10.00 | 2.00 | 12.50 | 2.50 |
| TIRE CHAINS: PASSENGER CAR SET | 9.00 | 1.50 | A Deposit may be required on All Rental Equipment. | |
| LIGHT TRUCK SET | 12.50 | 2.00 | | |

| | Minimum Rate | Per Day After Minimum |
|---|---|---|
| SKI POLES (PR) | $3.50 | .50 |
| CROSS COUNTRY BOOTS | 5.50 | .75 |
| SKI BOOTS: ADULT SIZE 5-14 | 7.00 | 1.50 |
| CHILDREN SIZE 10-4 | 5.00 | 1.00 |
| TOBOGGAN BOOTS | 3.00 | .75 |
| SNOW MOBILE BOOTS: ADULT | 5.50 | 1.00 |
| CHILD | 4.00 | 1.00 |
| WARM UP PANTS: ADULT | 6.00 | 1.50 |
| CHILDREN | 5.00 | 1.50 |
| DACRON SKI PARKA | 5.50 | 1.50 |
| DOWN SKI PARKA | 7.50 | 1.75 |
| SNOW SUIT: ADULT | 8.00 | 2.00 |
| CHILDREN | 6.00 | 1.50 |
| BIB OVERALLS | 8.00 | 2.00 |
| SNOW SAUCERS | 2.50 | .50 |
| ZIP SLEDS: | 3.50 | .75 |
| SNOW SHOES | 6.50 | 1.50 |
| **SKI RACKS:** | | |
| LOCK | 8.00 | 2.00 |
| LOCK (VW) | 5.00 | 1.25 |

Whatever your family needs, you can rent it at Mel Cotton's. We have everything for all seasons: camping, backpacking, fishing, canoeing, water sports, rec. vehicles and skiing. Visit Santa Clara Valleys most complete sporting goods store for everything your family needs, at prices you can afford.

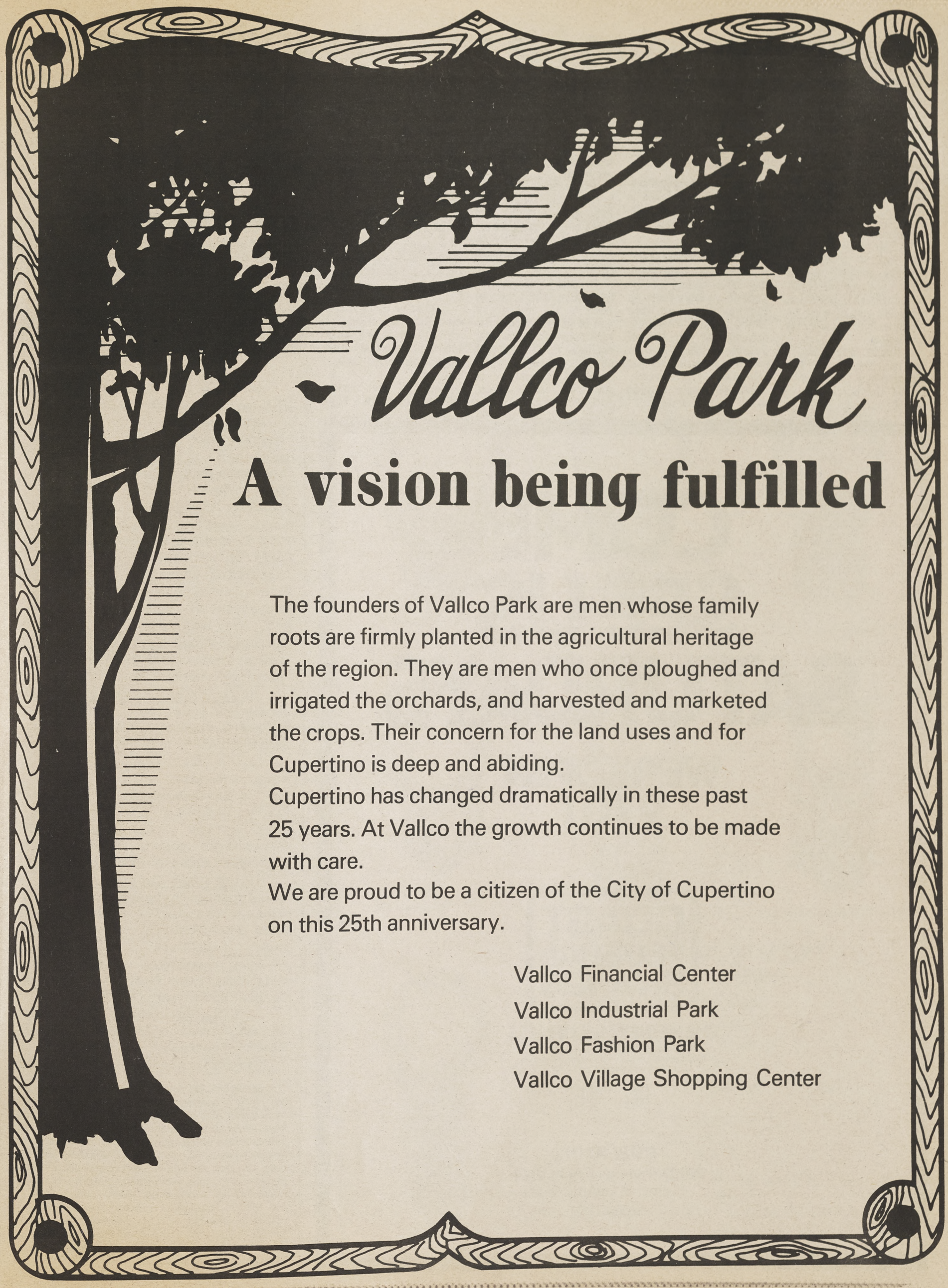
**SALES & RENTALS**

**RESERVATIONS** Taken on **TUESDAY ONLY** for Pickup following **FRIDAY ONLY**. Reservations not taken Dec. 2nd to Jan. 20th.

**IN MT. VIEW**
**1299 EL CAMINO REAL**
NEAR MIRAMONTE

Mel Cotton's Ski Shop
**NOW IN MILPITAS**
SERRA SHOPPING CENTER 200 SERRA WAY

**1266 W. SAN CARLOS ST., SAN JOSE**
Hours: 9:30-9:00 Mon. to Fri., 9:30-6:00 Sat., 11:00-5:00 Sun.
**ALL STORES**
VISA · COLD CARD · master charge



# Vallco Park

## A vision being fulfilled

The founders of Vallco Park are men whose family roots are firmly planted in the agricultural heritage of the region. They are men who once ploughed and irrigated the orchards, and harvested and marketed the crops. Their concern for the land uses and for Cupertino is deep and abiding.

Cupertino has changed dramatically in these past 25 years. At Vallco the growth continues to be made with care.

We are proud to be a citizen of the City of Cupertino on this 25th anniversary.

Vallco Financial Center
Vallco Industrial Park
Vallco Fashion Park
Vallco Village Shopping Center

# Pedrick outlines his school survival plan

(Continued from Page 10)

ing taken inside the district to maintain and nurture the outstanding teachers we now enjoy.

This nurturing is an especially important activity. The worst fallout from declining enrollment is not in the resulting need to close schools and shrink the operation.

The greatest danger is that with 40 or 50 fewer teaching positions needed each year as a result of falling enrollment, there is no room in our district for young teachers to enter the profession.

Without herculean effort this trend would shut off fresh new ideas and increase the percentage of teacher burnout.

To avoid this, the Cupertino school board and administration, with the active support of the teachers, are pursuing a number of approaches to the problem.

Among these approaches the board continues to place an increasing emphasis upon three things: (1) providing exciting professional growth opportunities for teachers and other staff, (2) developing new curriculum designs and (3) requiring a vigorous evaluation of both people and programs.

If the future of the district is to be bright, I believe it most critical that these emphases be continued, even though they require significant financial support.

To sum up the matter, the major liabilities to be faced by the district now and in the foreseeable future come from outside: declining enrollment, poor national image for education and uncertainty of state support for education.

The major assets for the future are people: the students and employees found within the classrooms, shops and offices throughout the district.

A practical ordering of priorities demands that the focus be kept on nurturing these people.

In analyzing a financial balance sheet, when one subtracts *liabilities* from *assets,* the remainder is called *net worth.*

The same is true of a school district.

Our net worth as measured in human quantities is immense.

The assets we possess far surpass the liabilities dragging us down as long as we care enough about the children to stay involved.

## Largest gathering

The largest gathering in the early history of the Cupertino City Hall on Highway 9 occurred when Monta Vista residents attended the City Council meeting on June 11, 1962, to protest a proposed 20 per cent water rate increase. About 200 people jammed in and around City Hall.

## De Anza Flint Center draws the famous

Cupertino's Flint Center for the Performing Arts is the hub of a myraid of performing arts activities.

Dedicated in 1971, it is named in honor of Dr. Calvin C. Flint, the first superintendent of the Foothill-De Anza Community College District.

Some of the world's greatest entertainers have performed in Flint, which was built for $4 million. Those stars have included Arthur Rubinstein, Rudolf Nureyev, Renata Tebaldi, Marcel Marceau, Marlene Dietrich and Charles Aznavour.

## The vital statistics

On June 16, Council adopted $7.6 million 1980-81 City budget.

Sources are:

| | |
|---|---|
| Property tax ..... | $ 247,300 |
| Sales tax ..... | $3,750,000 |
| Cigarette tax ..... | $ 146,000 |
| Prop. trans. tax ... | $ 64,000 |
| Business license ... | $ 69,000 |
| Const. permits ..... | $ 150,000 |
| PG&E franchise fee . | $ 175,000 |
| LosAltos garbage fr. | $ 145,000 |
| Investment earnings. | $ 350,000 |
| Fines,forfeits,etc.. | $ 178,000 |
| Motor veh.in-lieu tx. | $ 585,000 |
| Fed. rev. sharing .. | $ 39,600 |
| Fed.Hous.&Comm.Dev.. | $ 320,000 |

(Misc. fees, taxes, grants, etc. make up the rest.)

Major expenditures are:

| | |
|---|---|
| Community relations . | $ 70,200 |
| Fiscal plan.&control | $ 426,200 |
| Legislative & legal . | $ 100,200 |
| Leisure & cultural... | $ 903,000 |
| Mgmt. & Admin. ..... | $ 212,600 |
| Phy. & Environmental. | $ 833,900 |
| Public Safety & Protection ..... | $2,467,000 |
| Support services .... | $ 648,400 |
| Transportation & Sts. | $1,458,000 |

Programmed Capital Improvements are:

| | |
|---|---|
| Monta Vista Park .... | $ 150,000 |
| Land acq. reserve ... | $ 100,000 |
| Linda Vista Park .... | $ 35,000 |
| SW land reserve ..... | $ 70,000 |
| City Hall base.mod. . | $ 332,500 |
| DeAnza Blvd. med. -- St.Ck./Bollinger | $ 230,000 |
| Annual street o'lay . | $ 200,000 |
| St.Ck.-Foothill traffic signal .. | $ 75,000 |

The above vital statistics were sent out recently via the city's newsletter, the Cupertino Scene. Other facts worth noting: The present Cupertino General Plan allows an additional two million square feet of industrial and office space and one million of commercial space, which includes a 500,000-square foot hotel. Present zonings would provide about 7,000 manufacturing jobs and 5,500 new service jobs if all remaining land was built up. Vallco Fashion Park, in the 1978-79 fiscal year, provided the city with $1 million in sales tax, according to Finance Director Blaine Snyder. With the annexation last year of about 11,000 San Joseans, Cupertino now has a population of roughly 37,000.

COME SEE US SATURDAYS

WE'RE OPEN 9 TO 1

COAST FEDERAL SAVINGS

THE MONEY MULTIPLIERS®

Coast Federal Savings and Loan Association
Offices throughout California • Assets over $2 Billion
Your Savings Insured to $100,000

EQUAL HOUSING LENDER

FSLIC

CUPERTINO
20533 Stevens Creek Blvd.
(Corner of DeAnza Blvd.)
253-9111

# A native, she recalls how green was her city

by Kim Gardner

When Henrietta Marcotte was a young girl growing up in Cupertino, she never thought much of recording those moments for history.

Today, at age 59, she avidly attends California history classes at De Anza College to learn more about those times.

"I think all of us my age are sorry we didn't ask our parents more questions so we'd know more," sighed Marcotte, past president of the Cupertino Historical Society.

"We wished we had saved more."

Born in Cupertino of Yugoslavian and Danish parentage, Marcotte remembers well the rich agricultural lands of the Santa Clara Valley.

By age five she was out in the orchards beside her older brothers and sisters busily picking prunes and cutting apricots.

But Marcotte and her siblings were not entirely confined to the fruit orchards. Because of the hourly inter-urban train, they could venture as far south as San Jose or as far north as Stanford University.

"It (the inter-urban train) was neat," Marcotte recalled, "with nice big cars. It was real reasonable to ride. You could buy a book of 10-cent round trips. A lot of students rode it."

"It originated in San Jose," Marcotte continued, "and it came down Stevens Creek Road down the middle. At Bascom Avenue it switched over and went on the right side all the way to Saratoga Avenue."

The train's route originally called for tracks up Winchester Boulevard, according to Marcotte. Sarah Winchester, of the Winchester Mystery House fame, fought successfully to have the route changed so it wouldn't run on the north side of her property.

One thing Marcotte can't recall too vividly is the Great Depression. Her family was only minutely affected, if that much, she recalled.

"I don't think it (Depression) was a hardship," Marcotte said. "But I was young then, so maybe I didn't think much of it."

"We all worked in fruit and made enough money to hold us through the winter and buy clothes for school. We had cows, and chickens and vegetables, all self-sufficient things to keep us going."

As Marcotte became a homemaker, she joined the ranks of wives whose major duties were cooking, cleaning, and raising children.

"They (women) probably had their card groups," Marcotte said, "but the church was the mainstay of their social life."

"Although," Marcotte recalled, "in 1920 the Col-

(Continued on Page 22)

# De Anza grows at a steady rate

When Cupertino's De Anza College opened in the fall of 1967, 3,500 students registered for classes.

This fall — 13 years later — De Anza is expecting an enrollment of between 22,000 and 24,000.

The college's growth and success is a reflection of its diverse academic offerings and career programs, strong student services and a commitment to meeting the varied and changing needs of the community.

Many of De Anza's programs and services — like the one for disabled individuals — have become models for other community colleges throughout the U.S.

In the '60s, when De Anza opened its doors, two-year colleges were referred to by some persons as "junior colleges."

The reason for the name was that many high school graduates attended "junior colleges" for two years and then transferred to four-year colleges and universities.

Today, the picture has changed. So has the name used to describe two-year colleges like De Anza. They now are referred to as community colleges.

The reason for the name-change is simple: De Anza meets the needs of all members of the community.

Although many high school graduates still attend De Anza and then transfer to a four-year school, the general student population (average age: 27) is composed of a diverse group of people with diverse goals.

There are those individuals who want to learn a particular skill in a short amount of time so that they can enter the job market.

These persons can choose one of 40 different occupational programs at De Anza, including automotive technology, nursing, data processing or machine tool technology.

Still other persons come to De Anza to brush up or learn a new skill like typing, or speed reading.

And yet others find their way to De Anza for self-enrichment and enroll in such classes as art or literature.

Meeting the varied needs of the area's residents has always been foremost in De Anza's planning.

Consequently, since the college opened, special programs have been established to aid ethnic minorities, physically limited students, women who either want to start or return to the classroom, and older adults who may be apprehensive about attending or coming back to college.

Developed hand-in-hand with these programs have been an extensive array of student services such as counseling, tutoring and basic skills development.

In its aim to reach out to the community, De Anza offers classes on the main Cupertino campus as well as its Sunnyvale Campus (850 West McKinley Ave.) and at more than 50 sites throughout its service area.

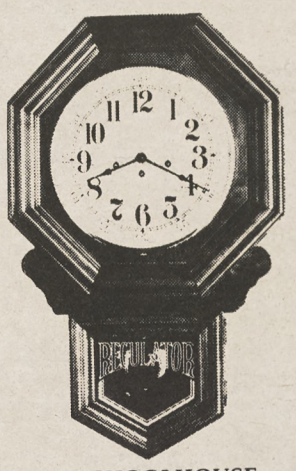
The basis for the off-campus program is simple: to bring educational enrichment closer to persons living in Cupertino and the area.

In the last few years, De Anza — which is part of the Foothill-De Anza Community College District — has been making a concerted effort to serve the needs of business and industry.

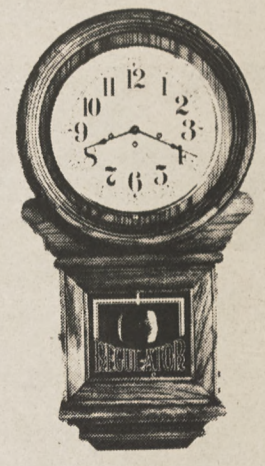
## Call it boulevard

A motion was adopted by the Cupertino City Council favoring the name "Stevens Creek Boulevard" instead of "road," in accordance with the desires of the City of San Jose, on Nov. 22, 1956.


PRE-CHRISTMAS WALL CLOCK SALE 20% off

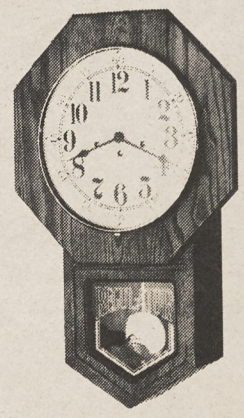


#724 SCHOOLHOUSE REGULATOR

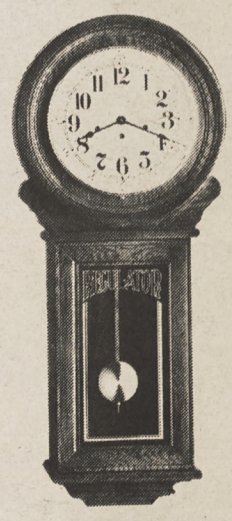


#726 WELSH REGULATOR

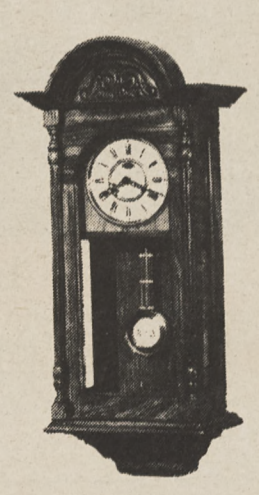
#727 WALL REGULATOR



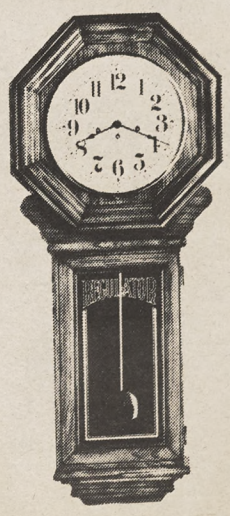
#756 SCHOOLHOUSE REGULATOR



#728 WALL REGULATOR



#704 VIENNA REGULATOR



#725 WALL REGULATOR

Wall Clocks Priced from 175.00 to 295.00
regular price 219.00 & 370.00
MANY OTHER VALUES!

(Quantities Are Limited)
Ask about Our 3 Month Layaway

The Clock Haven, Inc.

CLOCKS & FINE GIFTS
RESTORATION
SALES • SERVICE

CARL M. SCHAICH, Pres.
255-2181
1080 SARATOGA-SUNNYVALE RD.
SAN JOSE, CALIFORNIA 95129

WAYNE SCHAICH, V.P.
265-2133
17 ALMADEN FASHION PLAZA
SAN JOSE, CALIFORNIA 95118

BANKAMERICARD VISA
master charge

Herman Bustamante Jr.

"We all worked in fruit and made enough money to hold us through the winter," says Cupertino native Henrietta Marcotte, past president of the Cupertino Historical Society.

# Marcotte recalls old days

(Continued from Page 21)

lins School on Homestead Road was up for sale, so the women decided they would have a clubhouse there. They started the Cupertino De Oro Club."

As time went on, more than clubhouses appeared in the Santa Clara Valley. Industry in the future Silicon Valley began putting down stakes.

Marcotte vividly recalls the first housing tract built in Cupertino — at the cost of one large sugar prune orchard.

That was in 1939.

"People kept coming in (to the Cupertino area)," Marcotte said. "The area was considered a 'bedroom' area. Everyone lived here, but they worked in Sunnyvale or Mountain View at the electronics firms."

Marcotte's childhood home, on De Anza Boulevard, also fell victim to area commercialism.

"I went by it about two years ago," Marcotte recalled, "and saw it up on a trailer ready to be moved. But I think they destroyed it."

Today, a donut shop stands on the site.

Although she knows that industry brings dollars into the city coffers, it saddens her to see orchards plowed under for development.

"There's not much left of them, although people have remains of orchards in their backyards.

"But what can you do about it?"

Mark Crosse

## Le Petit 'orchid'

The elegant "Le Petit Trianon" building on the De Anza College campus was one of only 15 structures in the county deemed to be an "orchid" recently in the Orchids and Onions awards sponsored by the Santa Clara Valley chapter of the American Institute of Architects.

## Dr. Douglas to Head San Jose Office

Patients living near Prospect Road in San Jose are fortunate to have a highly-skilled and dedicated chiropractor in practice there. Dr. Charles E. Douglas is his name and he has been named by Dr. Jerald Adams to run the Prospect Hills office.

Dr. Douglas is no newcomer to chiropractic. He has admired the profession — and the results — since he was 10 years old and was a patient of Dr. Adams.

It was when he was a grammar school student that he was introduced to Dr. Adams and the profession that one day would be his. "It was a playground accident and I really injured my back." Thankfully, Dr. Douglas' mother was a patient of Dr. Adams so in a very short period of time, he experienced his first chiropractic adjustment.

"I have been a patient ever since," said Dr. Douglas.

After graduating from Santa Clara High School, Dr. Douglas studied at both West Valley and San Jose State before enrolling at the Los Angeles Chiropractic College in Glendale where he successfully completed the demanding four years and passed both the national and California State examinations.

If you know of someone living close to the Prospect Hills Office (20445 Prospect Road, Suite 7, in San Jose), who you feel could be helped with chiropractic, urge an appointment with Dr. Douglas. Simply call 257-9355.

**PROSPECT HILLS CHIROPRACTIC OFFICE**
**20445 Prospect Road, Suite 7, San Jose, 257-9355**

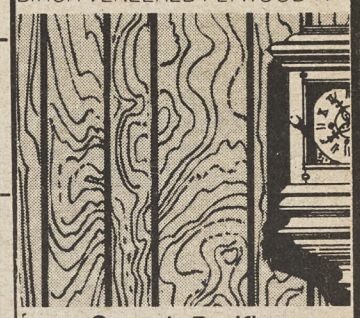

DE ANZA LUMBER & BUILDING SUPPLIES
10889 De Anza Blvd. CUPERTINO 736-6727, 253-5544

SPECIAL! WEATHERED LUMBER
2x4 2x8 2x12 4x4
2x6 2x10 1x8 4x6
½ PRICE

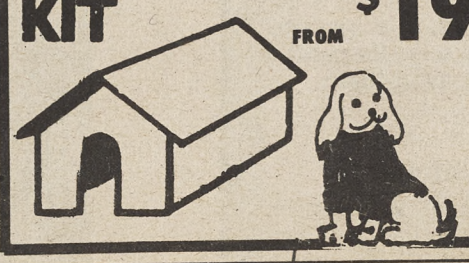
STORAGE SHELVING
1x12 38¢ PER FOOT

REDWOOD SPECIAL
ALL ROUGH SAWN
MANY USES
GARDEN EDGING • FENCING
• FLOWER BORDER
• FRAMING • TREE STAKES
FRAMING • RETAINING
WALLS • PLANTER BOXES
ETC.

| | |
|---|---|
| 1x4 per lin. ft. | 24¢ |
| 1x6 per lin. ft. | 36¢ |
| 1x8 per lin. ft. | 45¢ |
| 1x10 per lin. ft. | 58¢ |
| 1x12 per lin. ft. | 68¢ |
| 2x2 per lin. ft. | 25¢ |
| 2x4 per lin. ft. | 38¢ |
| 2x6 per lin. ft. | 60¢ |
| 2x8 per lin. ft. | 90¢ |
| 2x10 per lin. ft. | $1.20 |
| 2x12 per lin. ft. | $1.50 |

Firelight™ PANELING*
BIRCH VENEERED PLYWOOD ¼"

from Georgia-Pacific
• Real Wood Veneers
• Handsome Finishes
• Two Shades
ONLY $18.50 PER 4x8x¼ PANEL

1x2x6' COMBED CEDAR GRAPE STAKES
95¢ each

DOG HOUSE KIT FROM $19.95


SPECIAL SALE!
2 x 4 REDWOOD SURFACED
.40 Lin. Ft.

3/8 x 4 REDWOOD GARDEN EDGING
$14.50-100 Ft. 6' to 14' 25 Stakes $3.50

HAPPY
BIRTHDAY

FROM AN
88 YEAR OLD
ADMIRER

**NORTHERN**
**CALIFORNIA SAVINGS**
AND LOAN ASSOCIATION

10250 So. DeAnza Blvd., Cupertino 253-8822
*Over 55 Northern California Locations*

Cup. Courier 1/28/81

# Lester, Mariani honored as citizens of the year 88

By Mike Myslinski

Both men wore distinguished grins.

Will Lester and Lou Mariani were named Cupertino Chamber of Commerce citizens of the year Saturday and broke out in warm smiles when the news was announced before 316 persons at the Palo Alto Hills Country Club.

Lester, 64, and the spry, 62-year-old Mariani were honored with special plaques from Cupertino Senator Dan O'Keefe and Assemblyman Ernest Konnyu.

O'Keefe praised Lester for his work to bring the Vallco Fashion Park to fruition and President Ronald Reagan sent both men telegrams of congratulations.

Mariani said that at one time he was on a "first-name basis" with the president and added that the Cupertino award "leaves me speechless."

A gracious man, Mariani introduced his 93-year-old father, Jack, to the splendidly bedecked audience, then jokes as his wife Justine came up to the podium: "People think she's my daughter."

Born in Yugoslavia, Mariani came to Cupertino at the age of 10. He lived on a ranch on Alberta Avenue and attended Cupertino Grammar School.

Active in St. Joseph's of Cupertino Church, Mariani is co-owner of the popular Mariani's restaurant in Santa Clara and has sponsored many sports and Boy Scout groups down through the years.

He was appointed by Governor Edmund G. Brown Jr. to the California Regional Water Control Board and served four years until 1979.

Nominated by Al Carter, Mariani is active a number of clubs including the Slavonia American Benevolent Society; and the American Slavonian Club.

He is on the board of regents and fellows at the University of Santa Clara and is very active in local, state and national politics.

Mariani was a delegate to the 1976 Republican convention in Kansas City and the 1980 Republican Convention in Detroit.

He has also served as state agricultural commissioner.

Lester said it was a "privilege" to receive the award.

A basically quiet man who can trace his roots in Santa Clara County back to the 1800s, Lester is a son of a pioneering Cupertino family and

(Continued on Page 3)

Guy Witherspoon

Honored Saturday as the Cupertino Chamber of Commerce citizens of the year were Lou Mariani, left, and Will Lester.

# 50 years with Union Church

Cup. Courier 11/19/80

Fred Emmert

Honored Sunday by Union Church of Cupertino for being members of the church for 50 years or more were, from left, back row, Florence Dixon, Catherine Gasich, Louis Paviso, Henrietta Marcotte; front row, from left, Bernice Will, Helena Anderson, Charles Bocks and Cora Bocks. Not pictured are Louis and Gladys Stocklmeier, Carol Murdock, Bernice Midstokke, Burl Melone, Frances Martin and William Calvert. Members 25 years or longer were also honored.

Herman Bustamante Jr.

A disappointed Louis Stocklmeir examines an orange on one of 200 orange trees he planted recently on his Cupertino estate — trees that will have to be stripped despite the fact that not one Mediterranean Fruit Fly has been found in Cupertino.

Cup. Courier 1/14/81

## Preparing for the banquet

Cup Courier 1/7/81

This year's Cupertino Chamber of Commerce Citizen of the Year award banquet will be the culmination of Cupertino's 25th Anniversary celebration and is being coordinated by the above panel. The black tie optional event will be held Jan. 24 at the Palo Alto Hills Country Club and features a steak dinner and dancing. Tickets are available for $38 per couple at the Chamber of Commerce Office, 10381 S. De Anza Boulevard in the Downey Savings and Loan building (Phone: 252-7054). Due to the success of recent banquets, this year's event is expected to be a sell-out. Be sure to get your reservations in early, prior to Jan. 15. Pictured above is this year's banquet committee preparing to send out the invitations for this gala event. From left: Spiro Rafalovich, President of the Chamber; Carol Bacich, Home Savings and Loan, in charge of entertainment; Al Carter, associate, ticket sales; Tom Legan, Kaiser Cement, publicity; Linda Hugger, Hugger Interiors, 1980 chairperson; Frank Mulkern, executive director, Chamber of Commerce; Charles Newman, Vallco Park, wine glasses; George Popovich, Ralph Arent Realty, ticket sales; Ron Becker, McNary Wood Associates, program (and not pictured are Bill Larkin, Bank of America, co-chair, Selection Committeemember and Minnie Lee, China House Restaurant, Decorations).

# Citizens (party?) of the year...

(Continued from Page 1)

said he owned about 110 acres of what is now the Vallco complex.

He was a major force in the formation of the various local families that combined their resources to plan the Vallco site.

Lester has served on the Santa Clara County Planning Commission, the Agricultural Water Advisory Committee of Santa Clara Valley, Cupertino's Goals Committee and the ad hoc West Valley Multi-Modal Transportation Corridor Task Force.

He is currently president of the California History Foundation at De Anza College and was previously trustee for two years and an active supporter of the Le Petit Trianon building on campus.

An active member of the Scottish Rite Chapter in San Jose, Lester is also a founding member of the Sempervirens fund.

At the podium, Lester said he became suspicious Saturday afternoon when his family began treating him like a prince. "I wondered what was going on," he grinned.

Cupertino Mayor Barbara Rogers appointed the two honorary mayors.

After all the speeches were over, most of the crowd lingered to dance to the big band sounds of the Sal Carson and Home Savings Big Band.

**Clockwise: Cupertino Assemblyman Ernest Konnyu presents special state Assembly resolutions to Lou Mariani and Will Lester honoring both men; relaxing after the banquet was finally under way are Frank Mulkern, chamber executive director, and Linda Hugger, who coordinated the entire dinner; some of the 316 persons who enjoyed the affair clapped for people like Ken Manning, front left, who was citizen of the year along with Ann Anger in 1975; a happy Mayor Barbara Rogers.**

Photos by Gar Witherspoon

Cup. Courier 1/14/81

## Banquet tickets still left

You can still get your ticket to the city's social event of the year — the Chamber of Commerce Annual Citizen of the Year award banquet, set this year at the Palo Alto Hills Country Club Saturday, Jan. 24.

Deadline for buying the $19 tickets is Thursday, Jan. 15. Call the Chamber office at 252-7054 for reservations.

Chamber Executive Director Frank Mulkern said that, with duplications, a total of 15 persons were nominated by 58 people.

The nominees are Louis Paviso, Lyman Johnson, Louis J. Mariani, Mary Jane Moffatt, Pat Philips, Rev. Oliver Ruud, Pete Camarda, Will Lester, Sam Lawson, Dr. June Elliott, Mabel Noonan, James A. Frost, Jim Jackson, Rabbi Jerry Danzig and Will Radcliffe.

This year's dinner and banquet is the culmination of Cupertino's 25th anniversary celebration.

CUPERTINO PUBLIC LIBRARY

Cup Courier
Feb. 11, 1981

C. 2

## Remembering the way we were...

Before semiconductors and the tract homes, the orchards flourished. In this picture taken around 1900 is part of the French prune orchard owned by the Nick Zarevich family. At left is Stevens Creek Boulevard, looking from Cupertino toward San Jose at a point near Lawrence Expressway. Buildings to the left of the farmhouse housed one of many fruit-packing companies in the area. It burned down in the late 1930s, but the Zarevich family home stood until a few years ago. This is the first in a series of historical photos the Courier will be showing. Look for them on page 4. If you have a suitable picture, call us. What better method to remember the way we were? (Photo courtesy of the California History Center at De Anza College.)

## Happy anniversary

Cup. Courier 2/25/81

Enjoying the Cupertino Junior High School's 25th anniversary festivities last week were, from left, seventh grader Nancy Schweifler; Sam Lawson (wearing carnation), the school's first principal; William Heber, immediate past principal; Garland Armstrong, a past principal. About 150 turned out for cake and reminiscing.

# Cupertino makes phone book cover

3/11/81 Cup Courier

Photo courtesy of Pacific Telephone

Cupertino's Memorial Park will appear on the cover of the 460,000 Pacific Telephone phone books being distributed this week throughout San Jose, Milpitas, Santa Clara and Cupertino. Accepting a print of the cover photograph from phone company representative Ellie Andrejko is Cupertino Mayor Barbara Rogers and Councilman John Plungy. The cover photograph was taken by John Benson.



# Picture from the past

By 1904, the Cupertino Store, located at the Crossroads where the Gulf Service Station is today, became the largest general store in the Santa Clara Valley, outside of San Jose. Note the Interurban railway tracks in the foreground. Photo from the California History Center at De Anza College collection, courtesy of Florence Dixon.

# Picture from the past

Cup. Courier 3/18/81

Before the rapid growth of the defense and electronics industries in the Santa Clara Valley, the growing, drying and packing of fruit was a major business. Cupertino's John Leonard Family, whose son Burrell is one of the major partners in Vallco Park, owned approximately 100 acres near Homestead and Wolfe roads. The Leonard dehydrating operation eventually became one of the most flexible in the valley. This photo circa 1930, courtesy of the California History Center at De Anza College.

## The snows of Mt. Hamilton

Cup. Courier 3/25/81

Peter G. Bliss

Mt. Hamilton took on the guise of winter recently as one of the numerous storms converging on the area met with freezing temperatures. Spring was officially welcomed in on March 21, but scenes like this still contrast with blossoming fruit trees in the Santa Clara Valley.

# At the fashion show

Cup Courier 3/18/81

Herman Bustamante Jr.

Juanita McLaren will model this vivacious 1926 flapper party dress as part of a "historical" fashion show being put on by the Cupertino Historical Society at 7:30 p.m. Friday, March 27 at Cupertino Senior Center. Also featured will be ball gowns from the 1800s and a 1902 baseball uniform. Proceeds go to a museum fund. Tickets available at Sumitomo Bank, Monta Vista Market, or by calling 252-6133 or 245-2179.

Cup. Courier 3/25/81

## Historical fashions

Ballgowns from the 1800s and a 1902 baseball uniform are among the garments that will be modeled at an unusual fashion show being put on by the Cupertino Historical Society to raise money for a city museum. The show is at 7:30 p.m. Friday at the Cupertino Senior Center.

Cup. Courier 3/18/81

Amy Huntoon

## The historical bulletin board

Chris Ryan and Anne Sayre work on the "historical bulletin board" that is part of the class on Cupertino history they are taking in Madeline Russell's second and third grade program at Eaton School in Cupertino. The special course was commended Monday night by the City Council for providing children with a sense of history for the community they live in. Coloring books, card games and plays about Cupertino's past are some of the ways the children enjoy learning about the city's roots. Councilman John Plungy said he was familiar with Russell's work and praised the class as an "excellent" way to make history come alive.

## Picture from the past

Cup Courier 4/1/81

The Yugoslavians helped settle Cupertino. Preservation of their heritage was important to the Yugoslav immigrants and their descendants who settled in the Santa Clara Valley. This photograph was taken in 1936 at the grand opening of the Napredak Club House in Cupertino. The Napredak (meaning "progress") Club was first organized in 1925 and held its socials in a renovated storage barn on the Paul Mariani ranch. The club not only served as a way to preserve Yugoslavian culture, but also provided a wholesome place for the young people of the Yugoslavian community to meet during the Prohibition years. Come and experience this fascinating heritage at a special Yugoslavian picnic and exhibit preview to be held from 11 a.m. to 3 p.m. Sunday at the California History Center at De Anza College. Partake of authentic foods such as Cevapcici (Serbian meat dish), Kobascice sa Kiselim Kupusom (sausage with sauerkraut), Povitica (nut - roll), Rostule (fried cookies) and Turkish coffee. Entertainment of dancing and music will be provided by the Santa Clara Valley Junior Tamburitzans and Veseli Seljaci at noon and 2 p.m. A special dinner at Ejub Begovich's Adriatic Restaurant in Saratoga will cap the day of festivities. Reservations must be made for the dinner in Saratoga by calling the California History Center at 996-4712. This picnic and dinner serve as the official opening for the history center's spring quarter exhibit, "Californians from Yugoslavia." The exhibit will be open to the public from 9 a.m. - noon and 1 - 4 p.m. Monday through Friday, April 6 - June 19. Docent tours may be scheduled by calling the history center.

BLANK PAGES
SKIPPED

BLANK PAGES
SKIPPED

Santa Clara County
LIBRARY

Renewals:
(800) 471-0991
www.santaclaracountylib.org